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America

HELLER BROS.
C O M P A N Y

The Roses of New Castle

NEW CASTLE INDIANA

The ROSES of NEW CASTLE



Jeannette
Heller
and her
Rose

Absolutely
the Best
Bush Rose
in the World

Introduced
and
For Sale
Only By

HELLER BROS. COMPANY

Exclusive Growers of America's Best Roses

NEW CASTLE, INDIANA.

Famous Jeannette Heller Rose

INTRODUCED AND FOR SALE BY HELLER BROTHERS COMPANY. IT IS THE BEST, STRONGEST, HEALTHIEST, HARDIEST AND MOST BEAUTIFUL BUSH ROSE IN THE WORLD

Fifteen Good Reasons Why Jeannette Heller is the One Best Rose for American Gardens

(See the colored photographic reproduction on opposite page)

Always in Bloom

The prime requisite of any Rose is to bloom abundantly. Jeannette Heller blooms literally all the time and the first year, no difference the size or price of the plant.

Healthiest of All Roses

Jeannette Heller has one most important point to a degree found in no other Rose and that is healthy growth. That is why it blooms so freely. It has wonderful health.

Grows Luxuriantly Everywhere

Jeannette Heller is not partial to any particular section of the country. It grows sturdily and beautifully everywhere. We have seen it still in bloom while covered with ice and sleet.

Perfectly Hardy

You, who live where the climate is rigorous and extremely cold, can have beautiful Roses just as perfect as if you were in a southern climate. It is absolutely hardy everywhere.

Perfect Flowers

The colored photographs of Jeannette Heller on opposite page fail to show the magnificence of its flowers, both in form and color. They are simply perfect.

Superb in Color

The color is indescribable, a beautiful blending of shell-pink in the center shading off to rosy blush and pale yellow; buds long and pointed and of immense size.

Strongest Grower

This is where the strong root-system and perfect foliage of Jeannette Heller make it invaluable. Has the vigor of an oak.

Insect-Proof

No insect ever bothers it. It has massive leather-like foliage that affords no comfort or refuge for insects of any kind.

Needs no Petting

No matter what kind of soil you plant it in—**It grows!** All you need to do is to plant it—then cut flowers from it almost every day from early May until freezing weather.

Grows where Others Fail

You may think your soil or situation is not suited to Rose growing. Set aside such misgivings and plant Jeannette. It will grow where weeds grow—in any soil or climate.

Splendid in the North

You folks in the extremely cold climate who wish for your own Roses can gratify that wish. Plant Jeannette Heller. It will grow to perfection no matter where you live.

Superb in the West

All through the Middle West and southwestern country it is growing and blooming its way into the hearts of all who are fortunate enough to possess it.

Grows like a Weed in the South

Way down in tropical Jamaica we saw it—a bush of Jeannette Heller growing magnificently under the tropical sun, a plant five feet high and still wider across, covered with a perfect mass of gorgeous buds and flowers.

Has captured the East

The effete East has yielded to its charms and has pronounced it the one best Rose in America for amateur planters.

An American Rose

This is an American Rose born in America. It wants a permanent home in every garden in America. From the day you plant it, you will become a Rose enthusiast the rest of your life. That is the reason why we want you to try at least a few plants of Jeannette Heller—the best Rose in the World.

PRICE—Strong, first size pot plants, 30c each, 4 for \$1.00, \$2.50 per dozen, postpaid by mail. Extra large, two-year-old plants, with soil on root, 90c each, \$9.00 per dozen, by express at customer's expense. Star size, magnificent specimen plants (limited quantity), \$1.25 each, by express. ON OWN ROOTS.

IT'S ALL IN THE SOIL

These Hardy, Sturdy, Free-blooming "Roses of Newcastle"
Are Grown in the Finest Rose-growing Soil in the World

The prettiest, most lasting and cheapest form of increasing the value and attractiveness of your home is planting these "ROSES OF NEWCASTLE." In beds or single specimens, Bush Roses are a source of continuous joy while the Climbing Roses running over screens, for hedges, trailing over pergolas, arbors, and even single specimens on the lawn once planted, last a life time. Why paint the house, decorate inside and leave out Blooming Roses on the outside when they are so cheap and so easy to grow?

A Comfort—Not a Burden

Grown in the greatest Rose soil in America once you plant these "ROSES OF NEWCASTLE" they quickly increase in size and beauty year after year. No matter where you live you can have them in all their glory by following the simple cultural directions given elsewhere in this book. Our plants are so healthy, so perfect, that anyone can grow them successfully. They have no parts to wear out nor to replace. Fairly good soil and a little loving care is all they require to produce their gorgeous flowers in abundance.

We Are Not Nurserymen

Every rose you buy from us is produced under our supervision here at Newcastle and is **on its own roots**. Do not buy budded or grafted wild root Roses which soon revert to wild Roses. They are neither healthy nor permanent and totally unsuited for the amateur grower.

Pot Grown

Our plants are grown in this famous New Castle soil, in large pots or crocks and are in full foliage when shipped. These famous "ROSES OF NEWCASTLE" have their own roots, strong and fibrous and are full of vigor, vitality and blooming capacity when you receive them. Even under the most ordinary care, they grow and bloom.

Different Sizes

WE ARE PARTIAL TO OUR FIRST SIZE ROSE PLANTS and while the lowest in price they will astonish you both in the growth they make and the abundance of flowers produced even the first year. They may be depended upon to give splendid satisfaction. Are ideal rose plants, dependable and sturdy. Sent by Parcel Post prepaid at prices named. **BUY FREELY OF THIS SIZE PLANT.** You will be agreeably surprised.

OUR TWO-YEAR-OLD SPECIMEN PLANTS—the popular size—from large

pots, are not excelled in quality and have but few equals. With abundant blooming capacity which their large size and sturdy vigor give them, they are unsurpassed for immediate effect. Must be shipped by Express owing to their large size. A goodly portion of the famous soil in which they are growing remains around the roots when shipped.

STAR SIZE PLANTS. Like our first size plants, we are the originators of this standard of plant. OUR STAR SIZE OR SPECIMEN plants are still larger than the popular two-year-old plants and are in a class of themselves. They are the last word in rose growing and when Nature shows us a way to produce a better plant, we will do it, but up to the present time, these plants in size, quality and abundance of bloom are the best rose plants in America at any price.

We Are Rose Specialists

For nearly seventy-five years the writer's people, who are the pioneers in this business, have been producing **own root rose plants**. We have steadfastly maintained our belief that **Roses on their own roots** were the best especially for the amateur planter and that America should produce



Jeannette Heller and Her Famous Rose

her own plants for her own people. Until recently, enormous quantities of budded and grafted wild root roses were imported from Europe. They brought in with them dangerous insect pests which threatened the crops of the country. Congress legislated against their further importation. This left many dealers without stock to sell. This vacuum has been filled to a certain extent by rose plants grown in the semi-tropical climate of lower California. We having continued to grow our own rose plants, here in the rugged climate of Indiana and are especially prepared to meet the enlarged demand. We have not been obliged to change our plans. Necessity has convinced our people that what we have been doing for so many years—growing **our own rose plants**—is now the character of stock best suited for American planters. For this we are glad. Today these famous **"ROSES OF NEWCASTLE"** are among the most valuable product of this country.

KIND WORDS—We have received thousands of complimentary letters from every state in the Union—unsolicited. We wish that we might publish even a page of them, but lack of space forbids. To all of these friends we are grateful; to new friends they are the best guarantee of the quality of our goods. No matter where you live, anywhere in the U. S. A. you can have these beautiful **"ROSES OF NEWCASTLE"** in gorgeous abundance. No one will deny that they are the most delightful of all recreations in this busy work-a-day world.

To Whom It May Concern:—"Mr. P. J. Lynch, owner of Heller Bros. Company, stands high in the business community and does an extensive nation-wide business. We recommend him as an honorable upright business man whose guarantee may be relied upon at all times."

CITIZENS STATE BANK,
New Castle, Ind.

HELLER BROTHERS COMPANY
P. J. Lynch, Owner New Castle, Ind., U.S.A

Complete Index of Roses Offered

Varieties	Class	Pg.	Varieties	Class	Pg.	Varieties	Class	Pg.
Alberic Barbier	H.C.	24	Flower of Fairfield	H.C.	29	Miss Cynthia Forde	H.T.	16
Alex. Hill Gray	Tea	10	Fortune's Dbl. Yellow	H.C.	28	Miss Lolita Armour	H.T.	8
Amelia Gude	H.T.	9	Francis Scott Key	H.T.	9	Mlle. Cecile Bruner	P.	24
America	H.T.	8	Frank W. Dunlop	H.T.	10	Mme. J. Gillemont	H.T.	15
American Beauty	H.P.	34	Frau Karl Druschki	H.P.	26	Mrs. Aaron Ward	H.T.	14
American Legion	H.T.	19	F. R. Patzer	H.T.	17	Mrs. A. R. Waddell	H.T.	14
American Pillar	H.C.	29	Gardenia	H.C.	29	Mrs. B. R. Cant	Tea	23
Angelus	H.T.	9	Gen. Arnold Jansen	H.T.	16	Mrs. Chas. Russell	H.T.	18
Anny Muller	P.	24	Gen. De Tartas	Tea	22	Mrs. E. T. Stotesbury	H.T.	19
Annie Laurie	H.T.	9	Gen. Jacqueminot	H.P.	26	Mrs. Geo. Shawyer	H.T.	22
Antonie Rivoire	H.T.	13	Gen. McArthur	H.T.	15	Mrs. Robert Peary	H.C.	28
Baby Doll	P.	24	George Elger	P.	24	Murelle	Tea	23
Beauty of Stapleford	H.T.	14	Gloire Lyonnaise	H.P.	26	My Maryland	H.T.	17
Bessie Brown	H.T.	16	Golden Gate	Tea	23	National Emblem	H.T.	34
Bess Lovett	H.C.	12	Golden Ophelia	H.T.	16	Ophelia	H.T.	11
Birdie Blye	H.C.	28	Green Rose	B.C.	25	Papa Gontier	Tea	22
Blue Rose	H.C.	29	Grus an Teplitz	H.T.	16	Paul Neyron	H.P.	26
Blumenschmidt	Tea	22	Helena Cambier	H.T.	14	Paul's Scarlet Climber	H.C.	12
Bon Silene	Tea	21	Helen Gould	H.T.	14	Perle des Jardins	Tea	21
Bridesmaid	Tea	22	Henri Martin	M.	25	Perle D'Or	P.	24
Burbank	Tea	22	Hermosa	B.C.	25	Pharisaer	H.T.	20
Catherine Zeimet	P.	24	Hiawatha	H.C.	29	Pilgrim	H.T.	20
Champion World	B.C.	25	Hoosier Beauty	H.T.	10	Pink Killarney	H.T.	15
Cherokee	H.C.	27	Hugh Dickson	H.P.	26	Pink Souper	P.	25
Christie MacKellar	H.T.	16	Isabella Sprunt	Tea	23	Premier	H.T.	11
Climb. Abel Chatenay	C.H.T.	12	Ivory	Tea	21	Prince C. de Rohan	H.P.	26
Climb. American Beauty	H.C.	12	James Sprunt	H.C.	28	Prince E. C. d'Arenberg	H.T.	10
Christine Wright	H.C.	29	J. B. Clark	H.P.	26	Priscilla	H.T.	8
Ch. Mad. Cecil Brunner	C.T.	29	Jeanette Heller	Tea	3	Queen Scarlet	B.C.	25
Climb. Clotilde Souper	C.T.	29	Jonk. J. L. Mock	H.T.	15	Radiance	H.T.	14
Climb. Etiole de France	C.H.T.	12	Kaiserin Aug. Victoria	H.T.	19	Red Cochet	H.T.	34
Climb. Gen. McArthur	C.H.T.	12	Keystone	H.C.	29	Red Letter Day	H.T.	17
Climb. Helen Gould	C.H.T.	29	Killarney Brilliant	H.T.	17	Red Radiance	H.T.	16
Climb. Hoosier Beauty	C.H.T.	12	Killarney Pink	H.T.	15	Rhea Reid	H.T.	18
Climb. Marie Guillot	C.T.	28	Lady Hillingdon	Tea	23	Richmond	H.T.	15
Climb. Ophelia	C.H.T.	12	La France	H.T.	18	R. M. Henriette	H.C.	28
Ch. Mrs. Geo. Shawyer	C.H.T.	12	Laurent Carle	H.T.	20	Safrano	Tea	22
Climb. Pink Cochet	C.T.	28	Los Angeles	H.T.	25	Senateur Mascurang	H.T.	20
Ch. Pink Killarney	C.H.T.	29	Louis Philippe	B.C.	20	Silver Moon	H.C.	29
Climb. Sunburst	C.H.T.	12	Mad. Abel Chatenay	H.T.	18	Sir Thomas Lipton	Rug.	26
Climb. Wellesley	C.H.T.	12	Mad. Butterfly	H.T.	20	Souv. Claudius Pernet	Pern.	9
Climb. White Cochet	C.T.	28	Mad. C. Kuster	C.T.	28	Souv. de P. Notting	Tea	23
Climb. Winnie Davis	C.H.T.	12	Mad. Caroline Testout	H.T.	19	Souv. DePres. Carnot	H.T.	17
Clotilde Souper	P.	25	Mad. Eugene Marlitt	B.C.	25	Sunburst	H.T.	14
Columbia	H.T.	10	Mad. Francisca Kruger	Tea	21	Tausendschon	H.C.	27
Crimson Baby Rambler	P.	24	Mad. Hoste	Tea	22	The Bride	Tea	22
Crimson Cochet	H.T.	34	Mad. Jules Grolez	H.T.	16	Ulrich Bruner	H.P.	26
Crimson Queen	H.T.	13	Mad. Masson	H.P.	26	Vick's Caprice	H.P.	26
Dorothy Perkins	H.C.	27	Mad. Paul Euler	H.T.	16	Wellesley	H.T.	14
Dr. Van Fleet	H.C.	28	Mad. Schwaller	H.T.	18	White American Beauty	H.P.	16
Duchess de Brabant	Tea	21	Maman Cochet	Tea	34	White Killarney	H.T.	25
Ecarlate	H.T.	16	Marechal Neil	C.T.	29	White La France	H.T.	18
Edward Mawley	H.T.	19	Marie Guillot	Tea	23	White Maman Cochet	Tea	34
Elizabeth Rowe	M.	25	Marie Lambert	Tea	21	White Ophelia	H.T.	20
Etiole de France	H.T.	34	Marie Pavie	P.	24	Wm. H. Taft	H.T.	17
Etiole de Lyon	Tea	21	Marie Van Houtte	Tea	22	Wm. R. Smith	Tea	23
Excelsa	H.C.	27	Meteor	H.T.	15	Yellow Killarney	H.T.	15
Florence H. Veitch	H.T.	17	Mignon	P.	24	Yellow Maman Cochet	H.T.	34
Florence Pemberton	H.T.	16	Mi-lady	H.T.	14			

How to Grow the "Roses of Newcastle"

Planting—Having been grown in the best rose-growing soil in the country, our plants have a decided advantage in being strong and sturdy when sent out. Being pot grown they can be planted at any time when the ground can be dug; but the best time in the greater part of the U. S. A. is after all frost is past. There is no set time. In climates similar to Indiana you may plant satisfactorily up until the first of July. **Don't forget our plants are pot grown, and in full foliage and are not dormant leafless nursery grown plants such as are sold by traveling nursery agents.** These latter plants can only be planted during March and April while they are dormant. More stock is lost from planting too early than from all other causes combined.

Select a sunny location for planting not close to large trees. Ordinary good garden soil will do. If available spade in liberal quantities of well-rotted cow or stable manure. Dig to a depth of about twelve inches. Set the bush roses about fifteen to eighteen inches apart. Put the roots well below the surface of the soil. Cover completely with soil, pressing it together firmly about the plant. Water thoroughly after you have planted them. Don't be afraid to soak the soil to the bottom of the roots. Then do not water again until the ground becomes pretty dry. Don't keep the plants watered all the time. A good drying out makes new roots. When the plants are received from us, place the roots in water for one-half hour or more before planting. After planting use newspapers to protect the plants from the direct rays of the sun for a few days. Plants may be kept clean, vigorous by syringing the foliage with water under high pressure. Insects may be prevented by use of the insecticides offered on this page.

Pruning—Roses should be cut back about one-half the previous year's growth. This should be done in the early spring before they have started into growth. After the plants bloom, if you so desire, cut the blooms and enjoy them. It does not hurt the plant in any way. If plants fail to mature the buds which they bear, remove some of the undeveloped buds and enrich the soil with Walker's Plant Food, Stim-U-Plant tablets, air-slacked lime, well-rotted cow manure.

Winter Protection—All roses are benefited by protection during the winter. **Don't cover the plants until severe freezing weather,** then cover them with leaves, hay, straw or similar material. Don't remove the covering in the spring until the weather is settled.

Write Us—Any special information wanted will be cheerfully given. **In writing be sure to enclose a stamped, addressed envelope.** Follow the simple instructions here given and you cannot fail to have splendid success with these famous "ROSES OF NEWCASTLE."

Rose Culture—(By Elwanger.) The finest book written on the rose. \$1.75 postpaid.



Jeannette Heller "At Home"

INSECTICIDES AND FERTILIZERS

Walker's Plant Food—A highly concentrated plant food quickly producing vigorous healthy growth and profusion of flowers, directions with each package. 2½ oz. cans, making 3 gals., postpaid 35c; 5 oz. cans making 6 gals., postpaid 60c; 12 oz. cans, making 15 gals., 75c postpaid.

Stim-U-Plant Tablets—An excellent plant food in tablet form. Increases growth marvelously. Complete directions with each package. Ten tablets 15c, 30 tablets 25c, 100 tablets 75c, 1000 tablets \$3.50, all postpaid.

Melrosine—Sure remedy for all rose and other plant pests. Full directions with each package. Pint \$1.15; Quart \$1.95, postpaid.

Sulpho-Tobacco Soap—For sure, easy and immediate extermination of all insect life on plants, trees and animals, Sulpho-Tobacco Soap is a matchless preparation. Will not injure the most tender plant. It dissolves readily in water, and may be applied with a Tyrian sprinkler. Prices: 3 oz. cake, 13c; 8 oz. cake, 28c, postpaid.

How to Order—Important—Please Read

OUR TERMS ARE CASH WITH ORDER—Post Office Money Order, Bank Draft, Express Money Order, registered letter, all may be sent at our risk. Stamps in small amounts only accepted.

USE ORDER BLANK which is enclosed with each catalog. Write letters only when necessary, on separate sheet.

WE WILL ACKNOWLEDGE ORDERS PROMPTLY and if acknowledgment is not received within reasonable time, write us giving full particulars of order sent.

ALL ORDERS WILL BE SHIPPED IMMEDIATELY when received unless directed to the contrary. Orders will be reserved or shipped when directed but unless otherwise instructed **your order will be sent immediately upon its receipt.**

DELAYS OCCUR IN THE SPRING when our heavy shipping season is on. Thousands of orders and letters accumulate. Please don't expect that your order will be sent ahead of thousands of others. All orders will be sent out in ample planting time and we ask you to be patient during the congested season.

ORDER EARLY—This is a great advantage in every way.

PARCEL POST—All goods priced post-paid are sent by Parcel Post unless we are instructed to send by Express when the charges will be collect. If goods are ordered by Parcel Post, C. O. D. or by Express C. O. D. there will be an additional cost of only 10c and **one-half the total amount** of the order must be remitted with the order. Parcel Post shipments may be insured against damage; 5c extra will insure up to \$25.00 in valuation.

EXPRESS—All two-year-old plants and larger sizes must be shipped by Express, the purchaser paying the shipping charges. If goods arrive in damaged condition, immediately notify the Express Company who is responsible for the damage. This is your protection against loss.

SCIENTIFIC PACKING—Under ordinary conditions we can and do ship goods to all parts of the world safely, but all shipments travel at purchaser's risk. If shipments by Express fail to reach destination, we can recover the value for you but if Parcel Post shipments are lost, unless insured, we can not recover. We suggest insurance (cost 5c) as your protection.

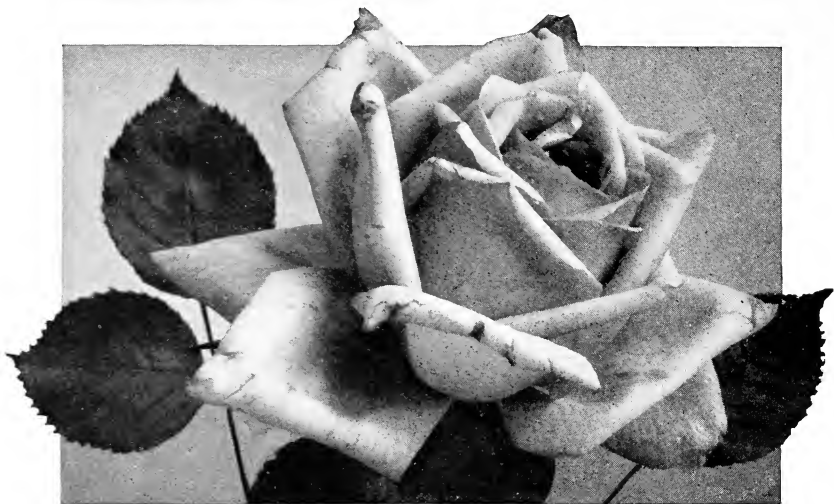
COMPLAINTS—All errors promptly corrected, but complaints must be made within ten days after arrival of goods, otherwise they will not be entertained. We endeavor to have our plants true to name, but do not guarantee it. Soil, climate, other conditions work changes in colors of many roses which no one can explain. Frau Karl Druschki, purest white rose, will sometimes come light pink. Jeannette Heller, will appear pure yellow, then again almost white, again deep pink; flowers will be lacking in petalage—Nature has her vagaries, but fortunately they are always beautiful. Labels are not sometimes attached to the right plants, but always the value is there and so is the rose, maybe bearing another label. We reserve the right to make substitutions giving another variety of equal value unless instructed to the contrary.

You may depend upon us to do our very best to make your dealings with us pleasant and satisfactory.



Interior photograph of our mammoth Rose-Growing Glass House, 300 feet long, 150 feet wide. Insect proof. Built of glass, concrete and steel. Will house one million young rose plants.

World's Greatest New and Rare Roses



AMERICA—A GEM AMONG ROSES

(See illustration in natural colors on front cover)

The latest and greatest addition to American Roses. The new Rose America originated here in Indiana and is regarded as the most beautiful Rose in the World. Ours is the genuine stock. Include America in your order. Its beauty will astound you. There is nothing like it. A cross between Premier and Hoosier Beauty, both grand varieties. Immense buds long and pointed, of great substance opening into an enormous double flower on sturdy long stems almost thornless. Beautiful beyond words. Color a rose pink or peach blow shade, and very fragrant. Resembles Columbia but a finer form and superior color. Bush a healthy grower with dark green foliage. Hardy everywhere and an exceedingly free bloomer. Has proven to be admirably adapted for summer blooming in the open ground. Wherever exhibited has been awarded first prize as the grandest Rose now known.

Price: first size plants, 60c each, 3 for \$1.50, postpaid. Strong 2-year-old plants, \$1.25 each, 3 for \$5.50, by express at purchaser's expense. Still larger size or specimen plants at \$1.50 each, by express.

New Roses

On the pages following are offered the greatest creations in the Rose world and among them are exquisite varieties marvelous in form, color and fragrance. It is impossible to find space to describe them properly, but they mark the scientific advancement the world over in the realm of Roses. Of necessity our supply is limited, therefore order early. They are essentially garden Roses and will do well in any climate; hardy, free blooming and superb in their wondrous beauty. No better collection may be found on this continent.

Special attention is called to the list of New Everblooming Climbing Roses offered to the Rose-loving public for the first time. The limited description of each is necessary owing to lack of space, but they will be found worthy of a trial by anyone. Stock limited.

MISS LOLITA ARMOUR

Hybrid Tea. As the flowers expand they develop to a deep, coral red with a golden, coppery red suffusion the base of the petals a rich golden yellow with coppery red sheen. Very free bloomer and a vigorous grower. Price, 2-year-old plants only, \$1.25 each, by express.

PRISCILLA

Hybrid Tea. This new variety has been much admired for its pleasing color of shell pink deepening toward the center. Bud long and well shaped. Open flowers, full and double, on long stiff stems. Foliage handsome glossy green, free from disease. Price, strong first size plants, 50c each, 3 for \$1.25, postpaid; 2 year-old-plants, \$1.00 each, by express, with soil on roots at purchaser's expense.

LOS ANGELES

Growth vigorous, producing in continued succession during growing season, strong shoots, each one bearing an enormous flower of a luminous flame pink, toned with coral and shaded with translucent gold at the base of petal. Fragrant as an American Beauty. Buds handsomely long and pointed, while the beauty of form and ever increasing wealth of color is maintained until the last petal falls. Strong, 2-year-old plants only, \$1.50 each, by express, Stock limited.

NEW ROSES—Continued

Francis Scott Key

A magnificent Hybrid Tea Rose originated by the great Rosarian John Cook, of Baltimore, Md. and named in honor of the writer of "The Star-Spangled Banner." Color a glowing scarlet and with darker shadings. Buds long and pointed, opening full and double; produced on long, upright stems. Strong, healthy grower. Hardy everywhere. Free blooming.

Annie Laurie

Hybrid Tea—A sport of Ophelia. Color a flesh pink with deeper edges and a golden yellow base extending over a third of petal. Flowers produced on long stiff stems, bud long, opening into a large double bloom. Foliage abundant, of a rich glossy green, free from disease. Vigorous grower with few thorns and abundant bloom continuously.

Amelia Gude

Hybrid Tea—A seedling of Columbia with a similar character of growth. Flowers medium size of a pleasing shade of golden yellow petals tipped with a lighter shade. Very free bloomer and a good grower.



Francis Scott Key

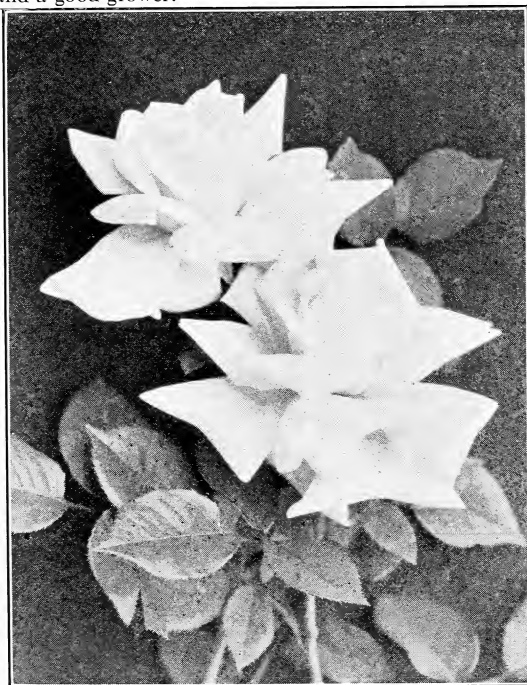
Souv. Claudius Pernet

The sensation of the Rose world and hailed as the supreme yellow Rose of the hour. Distinct in foliage and absolutely new in color—deep lemon-yellow without spot or blemish. Perfectly formed flowers. Strong growing, free blooming and regarded as the most important new Rose of this decade.

Price: Strong 2-year-old plants, only \$1.50 each, by express, charges collect. Soil on roots.

Angelus

A superb white Hybrid Tea with a slight tint of cream in center at times, usually pure white. A cross between Columbia and Ophelia with a fragrance like Ophelia and finely rounded full rose like Premier. Full, double flower of large size. Foliage deep, glossy green and free from mildew. A great winter bloomer for cutting and a superb outdoor garden variety, Hardy and exceedingly free bloomer.



Angelus

Price, all roses on this page except where noted: First size, strong own root plants, 40c each, 4 for \$1.50, postpaid; 2-year-old plants, \$1.25 each, by express, with soil on roots at purchaser's expense.

***Alexander Hill Gray**

A Grand Yellow Rose for Outdoor Culture

After a thorough trial both indoors under glass and in the open ground, we are pleased to offer this lovely yellow Rose to our customers as one of the very best, if not the best, of its class and color. The color, which is a deep lemon-yellow, deepening as the flower expands, does not fade in the open ground.

Buds and blooms of perfect formation and of great substance, and produced in the greatest abundance throughout the entire season. Strong grower and hardy everywhere. This Rose was awarded Gold Medal by the National Rose Society.

***Frank W. Dunlop**

Hybrid Tea—At the New York Flower Show it won the Silver Medal for the best new pink Rose and also had the distinction of being the finest Rose shown there. The color is a most pleasing shade of soft pink, deeping towards the center. Enormous buds perfect in form and substance, being long and pointed, opening full and double. Produced in marvelous profusion on long, stiff stems. Strong, healthy grower, being absolutely free from disease of any kind. Hardy everywhere. A wonderful outdoor Rose.



Alexander Hill Gray

***Hoosier Beauty**

The Most Beautiful Crimson Bush Rose in the World

This is the grandest and most beautiful Hybrid Tea Rose we have ever seen. Bred and born here in Indiana. No illustration, no description can give the faintest idea of the grandeur of this variety. It is exquisitely beautiful, wonderfully strong growing, bush form, producing its gorgeous flowers in the utmost profusion all the time—a single plant will give an abundance of magnificent blooms this year. And such flowers! Deep, double, immense in size, gloriously formed with a color seen in no other Rose, a superb velvety crimson. A premier garden Rose. The supply is now, equal to the demand.

PRINCE E. C. d'ARENBERG

Flowers of a bright scarlet, shaded maroon, borne on long, straight, upright stems. Buds long and pointed, opening full and double, perfect form.

Prices of all Roses on this page: First size plants, 30c each, any 4 for \$1.00, post-paid; strong, two-year-old plants, 90c each, by express. Varieties marked * can be furnished in star size or specimen plants at \$1.25 each, by express.

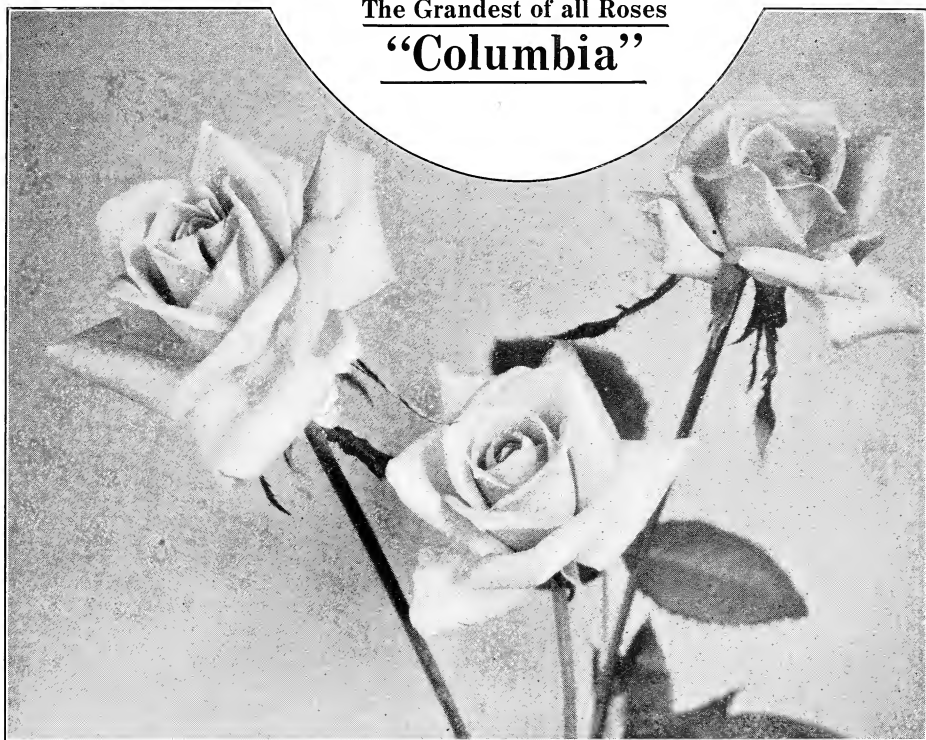


The Incomparable Hoosier Beauty



The Grandest of all Roses

“Columbia”



*Columbia

Not since the introduction of the glorious American Beauty, have we been so impressed with any Rose as we have been with “Columbia.” A Hybrid Tea of wonderful blooming qualities; as free a bloomer as any Tea Rose; blooms all the time. Almost thornless. Wonderful strong shoots four feet or more in length, each producing a magnificent bloom, often measuring six inches across the open flower. Color a deep peach pink, deepening into a glowing pink, a perfect color. The fragrance is beyond description, sweeter than an American Beauty. After a thorough trial we heartily recommend it as a great outdoor Rose. Hardy as an oak, thrives in any location, strong grower and soon makes a great display. One of the most exquisite Roses for cutting we have ever seen; produces handsome buds, on long, stiff stems well above the foliage. Foliage is a dark green and does not seem to be affected with disease or troubled with insects; on account of its strong growth,

it seems to be able to ward both off, thus making it one of the most popular outdoor Roses. Don't fail to include one at least in your order; you will never regret it.

*Ophelia

The color is one so difficult to describe that any description can only be a partial one.

Salmon-flesh shaded with rose. Buds of unusual attractiveness, opening full and double. Habit excellent, growth strong, produces flowers on long stems, standing well up above the foliage, and in great profusion all summer. Hardy in almost all localities. Grand for forcing outdoors.

*Premier

An offspring of Ophelia and Mrs. Charles Russell, two of the greatest Roses of American origin. This magnificent Hybrid Tea is a novelty of the first water. Deep rose pink, flowers perfect in form, deliciously fragrant, thornless, a strong grower, producing its wonderful flowers on long, stiff stems continuously throughout the growing season.

A SATISFIED CUSTOMER OUR BEST ASSET

I wish to acknowledge the receipt of the rose bushes you sent me. I was very much surprised to receive them and I wish to thank you for replacing my order which did not turn out well.—MR. B. J. HEUTTE, CHICAGO, ILL.
May 28, 1925.

Price of all Roses on this page: Strong, first size plants, 50c each, 4 for \$1.00, postpaid; two-year-old plants, 90c each; by express. Varieties marked * can be furnished in star or specimen plants, \$1.25 each, by express. All on own roots.

**Heller's New Hardy
Climbing Roses**

We offer for the first time these new Climbing Roses of the Hybrid Tea and Tea class. These are the everblooming kinds, blooming throughout the growing season from early June as a rule until late fall. These varieties are hardy in the North the same as the bush roses, with a little protection of straw, etc.

***Climbing Hoosier Beauty**

H. T., Deep crimson with dark shadings like the bush variety but a strong vigorous climber. One of the best climbing roses yet introduced.

Climbing Abel Chatenay. A strong climbing rose of this well-known variety. Color rosy-carmine.

***Climbing Etiole de France, H. T.** Producing handsomely formed deep velvety crimson roses same as the bush variety.

Climbing Mrs. Geo. Shawyer, Tea. A climbing rose of this variety will commend itself to all rose lovers on account of the exquisite blooms produced of clear rose or peach pink.

***Climbing Gen. McArthur, H. T.** A very desirable climbing rose. Color bright scarlet, large blooms, very free bloomer.

***Climbing Ophelia, H. T.** Exactly like the bush variety of this name but a rank climber. Color salmon-flesh shaded with rose.

***Climbing Sunburst, H. T.** Yellow climbing roses have been so much sought after that we are very fortunate to have this grand variety to offer. Color coppery yellow with golden orange shadings.

***Climbing Wellesley, H. T.** Produces handsome pink fragrant flowers the entire season.

Climbing Winnie Davis, H. T. A strong rampant climber with deep green leathery foliage. Free bloomer. Beautiful salmon-pink flowers.

***Paul's Scarlet Climber.** Vivid scarlet shaded slightly crimson, but almost a flaming scarlet, a most pleasing and striking color. Makes a brilliant display for a long time in the garden. The petals do not fade like many climbing Roses, but retain their bright color, and remain in bloom for from two to four weeks. The Rose received the gold medal and cup for the best Climbing Rose at the National Rose Society's exhibit.

***BESS LOVETT**—Resembles Climbing American Beauty in shape of bloom, but is very much brighter in color and much more fragrant. The flowers are clear bright red, of good size, and of double, full, cupped form, lasting a long time in good condition. Beautiful in bud and bloom and the most fragrant of the Climbing Roses. A vigorous grower and free bloomer. The large glossy foliage like that of Silver Moon, greatly enhances the beauty of the flowers.



Climbing American Beauty

***Climbing American Beauty**

The Latest, Greatest and Most Sensational
New Arrival Among "The Roses of
New Castle"

Perfect grower, wonderfully hardy and free blooming. Here we have the latest triumph in American Rose growing, the true Climbing American Beauty in all its promise and glory, the realized dream of every Rose grower. Just the same as American Beauty practically. Large flowers, each produced on separate stems, vivid rosy-crimson in color, with delicious fragrance. Borne in greatest profusion. Foliage tough and leathery, deep glossy green, sun and insect proof. The youngest plants attain a height of 10 to 15 feet in a single season. Hardy and as sturdy as an oak in all localities. For single specimens, trailing over verandas, for trellises, anywhere and everywhere, this Rose will give the greatest satisfaction.

Ours is the genuine stock. Absolutely true to name, on its own roots.

Price of all Roses on this page: Strong, first size pot-plants, 30c each, any 4 for \$1.00, postpaid; extra heavy, two-year-old plants, 90c each; larger plants, marked * in specimen or star size, \$1.25 each—limited quantity—by express. All on own roots.



Heller's Sure-to-Bloom Hardy Hybrid Tea Roses

These great bush Roses have rapidly superseded all other classes for general planting because of their parentage, which is the result of cross fertilization between the Hardy Hybrid Perpetual or June Roses and the Everblooming Tea Roses. From the June Roses they inherit the large, bold, handsome, exquisitely fragrant flowers, retaining in a marked degree their hardiness, so that they stand the severest winters without damage, and from the Tea Roses they have retained the free and constant blooming habit, together with the great variety of color found only in this class. They produce their gorgeous flowers without interruption throughout the entire growing season, making them the best of all Roses for general planting. Our collection is the largest and most varied in this country, and the list includes all varieties of merit now in cultivation. All on their own roots—once planted, practically permanent.

*Jonkheer J. L. Mock

It is a true Hybrid Tea with gigantic flowers on great, erect, stiff stems and a growth that is marvelous in its freedom. Has extraordinary large, heavy foliage and quickly makes a great, strong bush. The flowers are enormous in size, magnificently formed, deep and double, exquisitely fragrant; color bright rich pink, faced with carmine. A wonderful hardy garden Rose.



The Giant Jonkheer J. L. Mock

The Lovely Richmond



*Richmond

A distinctive Indiana Rose, it having been produced within a few miles of here. Very significantly might it be called one of the Roses of New Castle. It has been the sensation of the Rose world. It is the most vivid Red Rose known, and its exquisitely shaped, immense, fragrant flowers are nothing short of gorgeous. No description will do justice to such a wonderful Rose as this.

***ANTOINE RIVOIRE**—A great garden Rose. Flowers large, double and of fine form; very fragrant; color rosy flesh, with yellow ground, shaded border of carmine. Strong and healthy.

***CRIMSON QUEEN**—Owing to its rich coloring this is a wonderful garden or bedding Rose. There is no color that produces the show that a good crimson does. The color is a rich, bright, velvety crimson. A strong, vigorous, upright grower; flowers large and full, a great garden Rose as it is always in bloom, extremely hardy and produces a magnificent bush in a short time, hardy everywhere.

Price of all Roses on this page: Strong, first year plants, 30c each, any 4 for \$1.00, postpaid; two-year-old plants, 90c each, by express, \$9.00 doz. All on own roots. Varieties marked * can be furnished in star size or specimen plants at \$1.25, by express.

I bought several roses of you last year. They were lovely and grew all right.—MRS. W. L. WILSON, GRAND JUNCTION, COLORADO.

***Radiance**

An American Triumph. Not to be outdone by European growers, America contributes this great new Rose, and in every particular, gloriously formed flowers, immensity in size, exquisite fragrance, grand foliage, healthy growth, color and freedom of bloom, Radiance is fully the equal of Jonkheer J. L. Mock, which fact ought to give it entrance into every Rose garden in America. In color of flower it is both unique and beautiful—bright carmine-rose with opal and coppery reflections. Hardy everywhere with protection; as its name suggests, is radiantly beautiful.

***HELEN GOULD**—A rich, warm, rosy crimson Rose, very full and large, borne on long, stiff stems. One of the greatest of all garden roses. Flowers as large as "American Beauty" and equally as beautiful. See color plate on page three of cover.

***BEAUTY OF STAPLEFORD**—A great Hybrid Tea Rose bearing very bright pink flowers on a strong, sturdy bush and in bloom continuously. One of the greatest and most beautiful of Roses.

MRS. A. R. WADDELL—A most beautiful Rose; a garden Rose attaining a height of from two to four feet. Its beauty is beyond description. Buds and flowers immense in size, full, double and beautifully made, grows sturdy and erect in the most vigorous fashion, requiring no petting and coaxing; flowers color rosy-scarlet, shaded with salmon; beautiful, effective, and hardy, always in bloom.



Radiance

***Sunburst** Giant Yellow Rose

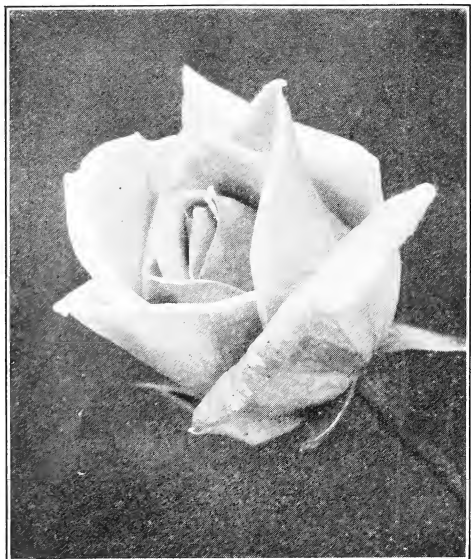
Strong growing Yellow Roses are scarce. This gorgeous variety is the finest of all yellow Roses in commerce and in its color equal to an American Beauty or Killarney. Immense buds, long and pointed, strong stout stems bearing gigantic full deep double flowers continuously. Color coppery yellow with golden orange in deeper shades. Entirely distinct. Magnificent bush Rose, stands four feet or more in height. Foliage immense in size and straight, wonderfully vigorous of habit. A wonderfully strong grower. Superb.

MRS. AARON WARD—Very distinct, coppery orange in the bud, golden orange when partly developed, and pinkish fawn when fully opened. Flowers splendid in form, always blooming; magnificent foliage.

***WELLESLEY**—A most fragrant garden Rose of a beautiful shade of pink; vigorous, healthy grower, remarkably free flowering, with fine keeping qualities.

MI-LADY—A magnificent new Rose. Very large and beautifully formed flowers, full and double; color dark crimson. Always in bloom. Very hardy.

***HELENA CAMBIER**—Hybrid Tea—Of unusual beauty. Large, double, beautifully formed flowers. The colors vary from salmon-rose to coppery rose. Hardy everywhere.



The Glorious "Sunburst"

Prices of all Roses on this page: First size plants' 50c each, any 4 for \$1.00, postpaid; strong, two-year-old plants, 90c each, \$9.00 doz., by express. Varieties marked * can be furnished in star size or specimen plants at \$1.25 each, by express.

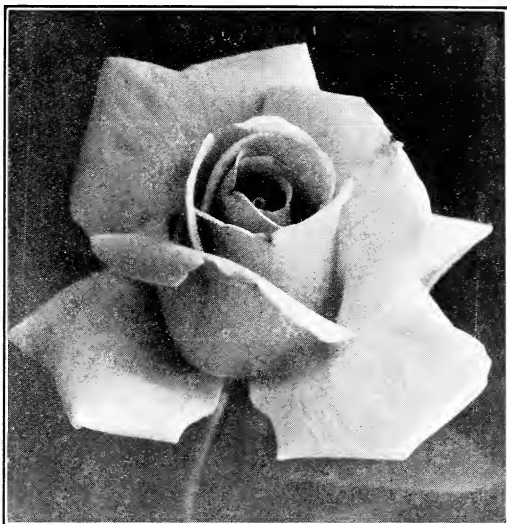
The Lovely Killarney Roses

*Pink Killarney

This, the original introduction, is a beautiful Hybrid Tea Bush Rose; strong, sturdy and upright, with fine, heavy, insect-proof foliage, bearing flowers that are simply exquisite in form and color; the bud is exceedingly long and the flowers immense in size; color deep, brilliant, sparkling shell-pink; hardy everywhere. The bush is magnificent in growth, of good size and bears its beautiful burden of flowers constantly all summer.

***WHITE KILLARNEY**—Identical with the parent variety, Pink Killarney, of which it is an offspring, except in color, which is glistening white. Like Pink Killarney, its great charm lies in the beautiful shape of its buds, so distinctive that everyone recognizes it as a Killarney by its shape.

***YELLOW KILLARNEY** — Mme. Jenny Gillemont—A brilliant saffron-yellow Rose, opening canary with dark golden shades. The buds are long and pointed, beautiful in form and color, the flowers are large, with immense petals. Hardy and vigorous, it is in constant bloom all summer. Owing to its resemblance to the Killarneys, we have called it the Yellow Killarney, as it makes a good companion for them.



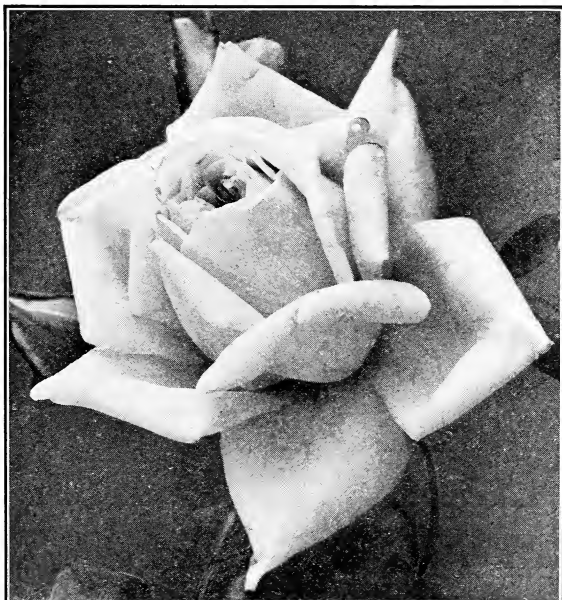
Pink Killarney

SPECIAL OFFER—One each of the three Killarneys in first size plants sent postpaid for 85c. One each in two-year-old plants by express for \$2.50.

*General McArthur

For outdoor cultivation it ranks at the very top of the list. The flowers are exquisitely formed, are delightfully fragrant and the color is crimson-scarlet. Growth is wonderfully strong, sturdy and healthy, which is the important feature after all. It will succeed anywhere and is hardy. A great Rose in the fullest sense.

METEOR—Notwithstanding this famous old hardy favorite has long been grown, it still may be regarded as the most beautifully formed, brilliant velvety crimson variety now in cultivation. Beautiful buds and flowers, very large and exquisitely made. Remarkably vigorous in growth, perfectly hardy and constantly in bloom.



General McArthur

Price of all Roses on this page: Strong, first size pot-plants, 50c each, any 4 for \$1.00, postpaid; extra heavy, two-year-old plants, 90c each, \$9.00 doz., by express. All on own roots. Varieties marked * can be furnished in star size or specimen plants at \$1.25 each, by express.

HYBRID TEA ROSES—Continued

***Gruss an Teplitz**

The Sweetest, Richest Crimson Hybrid Tea Rose

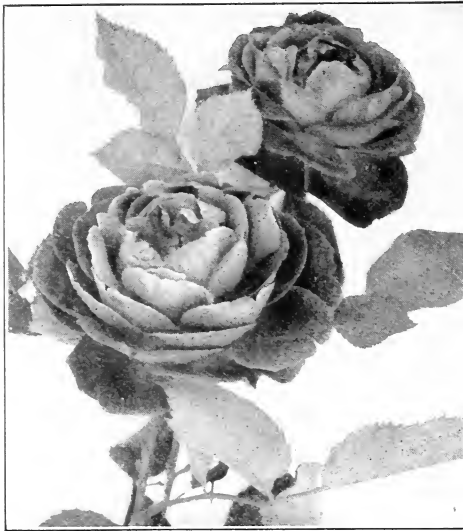
Called by some growers Virginia R. Coxe. The intense, dazzling color of this rose is found in no other variety. Fiery crimson, shaded with a dark, velvety sheen, totally unlike any other color in the world. Large, handsome, moderately double flowers. Produced in wonderful profusion throughout the whole growing season; in fact, it is always in bloom. The flowers are produced singly, sometimes in clusters, producing a gorgeous effect on the lawn or in the garden all summer through. A wonderfully strong, vigorous grower, actually attaining a height of 4 to 5 feet, perfectly hardy everywhere. Incomparable for fragrance.

MADAM JULES GROLEZ—Distinct and charming. Soft, pure red; full form and attractive shape of the Kaiserin.

***BESSIE BROWN**—This magnificent Rose, introduced here from Europe, has unsurpassed beauty of a totally distinct character, bearing large, full, deep and double flowers, on strong, erect stems. The plants are hardy and vigorous, producing profusely in the open ground all through the summer.

GOLDEN OPHELIA—A seedling from the favorite Ophelia. Buds and flowers of medium size and beautifully formed of a bright golden yellow. Hardy and a profuse bloomer. Very attractive.

***ECARLATE**—One of the grandest for outdoor blooming of this class. Color a solid, brilliant scarlet. Profuse bloomer, strong, sturdy grower. Exceptionally fine and as perfect as those found in the greenhouses. Perfectly hardy.



Gruss an Teplitz

***Red Radianc**

The color is a splendid even shade of clear red, without a trace of any other color, retaining its vividness for an unusually long time after being cut. It is a remarkable bloomer, being constantly in flower from early spring until freezing weather. Strong, vigorous branching grower, each branch terminating in a large, bold, double bloom. One of the best outdoor garden roses known.

***FLORENCE PEMBERTON**—Distinctive creamy-white, shaded rose; petals bordered rosy-salmon; flowers large, very full and beautifully formed. Soon produces large, magnificent bush constantly in bloom.

MADAM PAUL EULER "Prima Donna"—The color is a lovely shade of vermilion-pink, changing to silvery-pink.

***MISS CYNTHIA FORDE**—A deep, brilliant rose-pink, reflex rosy-pink. Large, perfectly formed, very full buds, free flowering, very sweetly perfumed.

***GEN. ARNOLD JANSEN**—Color a deep glowing carmine. Free bloomer. Buds long and pointed on long, stiff stems.

***CHRISSIE MACKELLAR**—Beautiful shade of crimson and carmine, with veinations on rich deep ochre, becoming a delicate but bright orange-pink.



Red Radianc

Price of all Roses on this page: Strong, first size pot-plants, 50c each, any 4 for \$1.00, postpaid; extra heavy, two-year-old plants, 90c each, \$9.00 doz., by express. All on own roots. Varieties marked * can be furnished in star size or specimen plants at \$1.25 each, by express.

HYBRID TEA ROSES—Continued

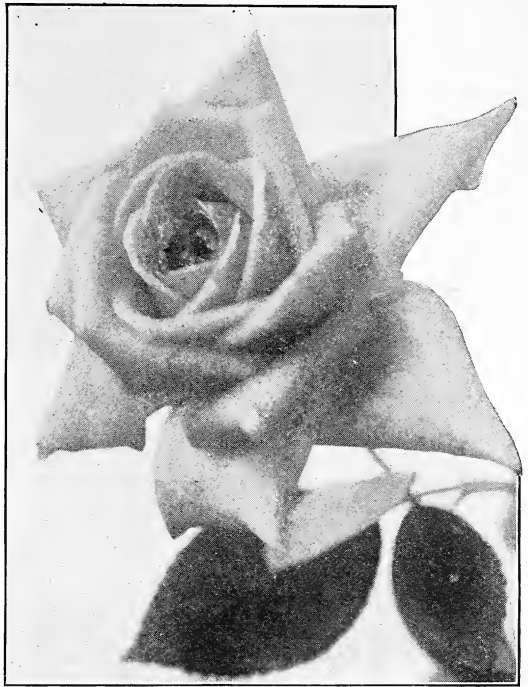
*My Maryland

Handsome in bud and flower. Its brilliant, lively shade of pink and beauty of form is without a superior and all summer through large, perfectly double, magnificent flowers, rich in fragrance, are borne on long, stiff stems, growing from a sturdy, fine-shaped bush, which in itself is a distinct ornament to the garden. A great outdoor Rose. Extremely hardy.

FLORENCE H. VEITCH—Hybrid Tea. Brilliant scarlet, shaded with black, and very fragrant. Blooms large and double. Very free blooming and attractive, making a grand garden variety. Hardy everywhere.

SOUV. DePRESIDENT CARNOT—Buds very long and pointed—perfection in every line. The delicate rosy-blush color, shaded a trifle deeper at the center of the flower, has not been approached by any later introduction. Fragrant, strong grower and free bloomer; a splendid outdoor Rose.

***WM. H. TAFT**—A superb new bush Rose. The flowers are magnificent in both form and color, large, full and double, borne freely. The color is clear salmon-pink, highly fragrant, free-growing, hardy and a big Rose in every sense of the word.

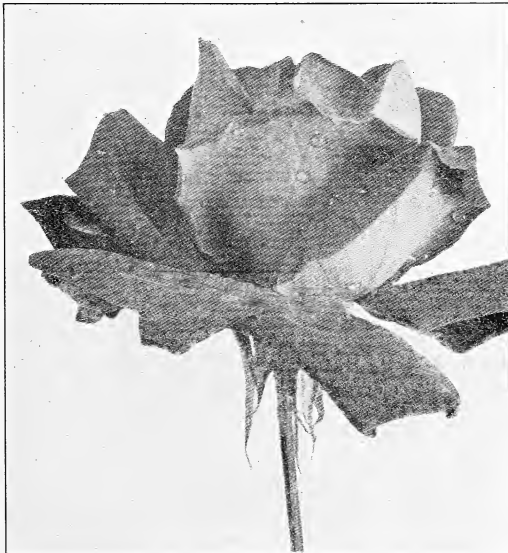


The Handsome "My Maryland"

***RED LETTER DAY**—A velvety brilliant glowing scarlet crimson bud opening into cactus-like flower which retains its color, owing to the reflex of the petals being satiny crimson scarlet, producing a rose of exquisite grace and charm. Robust grower and wonderfully free blooming. One of the greatest of all garden Roses. None better. Grows in any soil. Awarded gold medal.

KILLARNEY BRILLIANT—An offspring of Pink Killarney, but several shades darker, the color being a beautiful shade of brilliant red. Habit of growth same as Killarney. Just as free a bloomer.

***F. R. PATZER**—Color, is a creamy buff, with the reverse of petals a delicate warm pink, and as they expand the color becomes a light orange-pink, which produces a most charming combination. Strong, vigorous grower. Produces numerous branches, each one crowned with a magnificent bud and bloom, on long, stiff stems, well above the foliage. Hardy and an excellent garden variety.



The Great Red Letter Day

Prices of all Roses on this page: First size plants, 50c each, any 4 for \$1.00, postpaid; strong 2-year-old plants, 90c each, \$9.00 doz., by express. Varieties marked * can be furnished in star size, or specimen plants at \$1.25 each, by express.



HYBRID TEAS—Continued

*Rhea Reid

THE GREAT CRIMSON ROSE

Born in Indiana, One of the Greatest of All Crimson Garden Bush Roses

Originated here in Indiana, it positively has no superior as a crimson garden Rose. As large as "American Beauty," as double as "La France," as red as "Richmond." The flowers are immense in size, full, deep and double. They are borne in endless profusion on long, stiff, erect stems. The color is vivid scarlet-crimson, gorgeous in appearance, with exquisite fragrance, with healthy growth, hardiness, splendid foliage, color, fragrance and form of flower. This is a queen among crimson garden Roses and we endorse it as one of the best Roses of its color now known. We have given this great Rose unusual publicity and made its superb merits known to the Rose-loving public.

*MRS. CHAS. RUSSELL—A new Hybrid Tea Rose of American origin and considered to be equal to American Beauty, both for forcing and open ground culture. Buds long and pointed, produced on long, stiff stems, 3 feet in length, each one crowned with a bloom of a beautiful shade of rosy-pink. Blooms large, full and of magnificent formation.

Price: First size plants, of Mrs. Chas. Russell, 40c; 3 for \$1.00, postpaid. Two-year-old plants on own roots, \$1.00 each, by express.



Rhea Reid

*Mad. Abel Chatenay

This splendid Rose is one of the very best of its color—rosy-carmine, with darker shade. It does remarkably well in the open ground, has wonderfully beautiful flowers, which are full, deep and double. A very hardy Rose, Chatenay is a strong grower and free bloomer; has won friends wherever it has been planted.

MAD. SCHWALLER—A beautiful combination of salmon-rose with violet-carmine.

PINK LA FRANCE—A glorious favorite of the home garden. The color of this is an exquisite shade of silvery pink tinged with crimson. The buds are large, exceedingly handsome, fragrance delicious. In continuous bloom all summer and late into the fall; perfectly hardy.

WHITE LA FRANCE—Silvery white, faintest tinge of rose blush; buds and flowers extra large and of splendid shape.

Price of all Roses on this page, except where noted: Strong, first size plants, 30c each, any 4 for \$1.00, postpaid; two-year-old plants, 90c each, \$9.00 doz., by express. All on own roots. Varieties marked * can be furnished in star size or specimen plants at \$1.25 each, by express.



Mad. Abel Chatenay



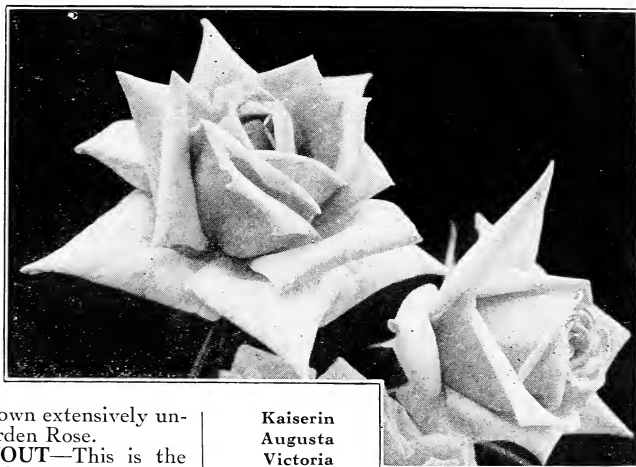
HYBRID TEAS—Continued

Kaiserin Augusta

Victoria

The greatest hardy, white Hybrid Tea Rose in existence. A strong, sturdy grower; free-flowering; it has become the most popular of all white Roses for general planting. Continuously from early spring until late fall, with pointed buds, the large, double flowers are glorious in their perfection; borne on long stiff stems; delicate pure white, deliciously fragrant. Unexcelled for cutting; absolutely hardy. Although grown extensively under glass, it is essentially a garden Rose.

MAD. CAROLINE TESTOUT—This is the Rose which grows so luxuriantly in the Far West that it has been adopted by the State of Oregon as its State Flower. In color, it is of a satiny Rose, deepening to clear red in the center.



Kaiserin
Augusta
Victoria

***Mrs. E. T. Stotesbury**

In its color lies one of its principal charms, being a soft silvery flesh pink, deepening towards the center to very deep pink, outer edges of the petal tinted silvery rose, making a combination found in so few. Strong grower, producing the blooms on long stiff stems well above the foliage. Free from disease and insect pests.

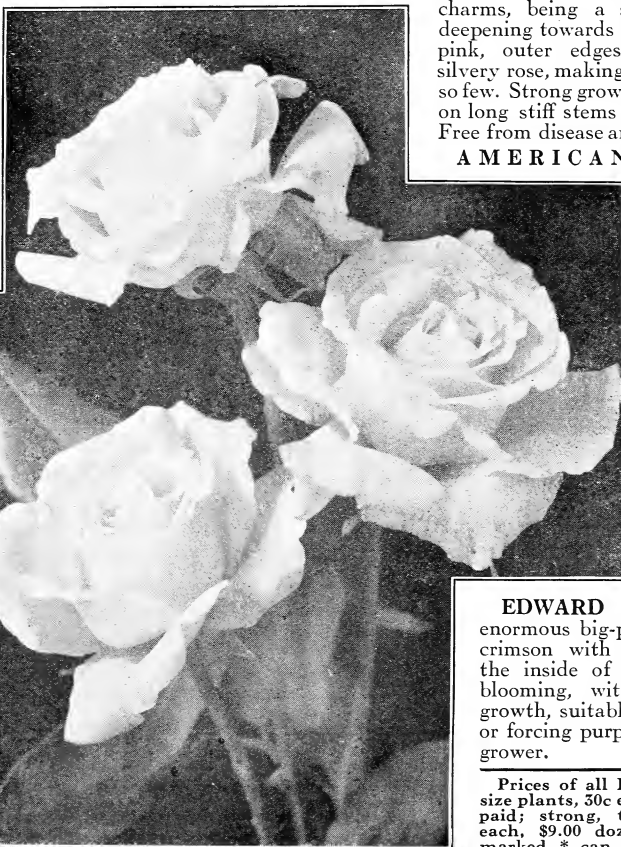
AMERICAN LEGION—The

blooms of this rose the past season brought almost as much as the famous rose American Beauty. The color is a pleasing shade of cerise which it retains until all petals fall. Buds produced on long stiff stems well above the foliage and of immense size, long and pointed, opening full and double, a great producer. Foliage is dark green free from diseases such as Black Spot, Mildew, etc. Absolutely hardy in all localities.

EDWARD MAWLEY—It is an

enormous big-petaled Rose, color rich crimson with velvety shading upon the inside of the petals. Very free blooming, with a perfect habit of growth, suitable for garden, exhibition or forcing purposes. A strang, robust grower.

Prices of all Roses on this page: First size plants, 50c each, any 4 for \$1.00, post-paid; strong, two-year-old plants, 90c each, \$9.00 doz., by express. Varieties marked * can be furnished in star or specimen plants at \$1.25 each, by express.



Mrs. E. T. Stotesbury



HYBRID TEA ROSES—Continued

Pilgrim



Pilgrim

Size of the bud is enormous, produced on heavy stems of great length, opening up full and double and of great substance and ideal form. The color is a beautiful shade of bright rose-pink with lighter shading on outer edges. Its highly Tea Rose fragrance recommends itself to all Rose lovers. Of strong, sturdy, heavy growth, producing blooms in great abundance throughout the entire season. Hardy everywhere.

***SENATEUR MASCURAND**—An amber yellow Hybrid Tea Rose, the center of the bloom resembling the color of the yolk of an egg, toning to high sulphur-yellow. Large, full, globular blooms. A strong, healthy grower and very free bloomer. Blooms of large, perfect shape. Perfectly hardy. A Rose soon to become one of the most popular yellow Roses grown.

***WHITE OPHELIA**—A sport of and exactly like Ophelia except in color, which is snow white when fully open with a tint of pink in the bud.

Mme. Butterfly

All the color tones of Ophelia are intensified, making it a harmony of bright pink, apricot and gold. Ophelia ranks at the top in popularity and Madame Butterfly will surpass it. It averages more petals to the bloom; it produces more bloom to the plant because it makes more branches, everyone carrying a bud. The tight buds are a lovely shade of Indian oak, yellow at the base; the opening flowers are perfect in form and texture, clear and brilliant in color and of delicious fragrance

LAURENT CARLE—A beautiful Rose, with extra large, handsomely formed, rich velvety carmine buds and flowers. It is a phenomenally strong and robust grower, hardy in every locality and continually in bloom.

***PHARISAER**—A strong, robust grower, exceptionally fine for outdoor culture. Extremely hardy and free blooming. Color rosy white and shaded salmon. Flowers large, full double and well formed.



The Exquisite Mme. Butterfly

Prices of all Roses on this page: First size plants, 50c each, any 4 for \$1.00, post-paid; strong two-year-old plants, 90c each, \$9.00 doz., by express. Varieties marked * can be furnished in star size or specimen plants at \$1.25 each, by express.



Heller's Hardy Everblooming Tea Roses

The Oldest and Most Highly Cherished of All Roses

To this class of bush Roses—the hardy ever-blooming Teas—belongs all honor. Their reign in the estimation of Rose-lovers the world over has been long and enduring. Among them will be found many favorites of our grandmothers' gardens. They have been of inestimable value to the beginners in Rose culture. Of strong, healthy, hardy habit of growth, they thrive splendidly in all parts of the country, blooming continuously, and with their handsome, deliciously perfumed flowers, their place in American gardens is secure and everlasting. They are hardy nearly everywhere, but where the winters are extremely severe, protect them carefully.

*Etoile de Lyon

Magnificent golden yellow. One of the hardiest of yellow Tea Roses. The plants make a strong, healthy growth and bear large flowers of excellent substance with astonishing freedom. The shape of the flowers is superb and in size they rival the well-known Marechal Neil.

PERLE DES JARDINS—A Grand Old Favorite—This magnificent Rose still holds its position as one of the most exquisite and beautiful of its color ever introduced and the demand for it is constantly increasing as its great value becomes known. Color a beautiful shade of clear golden yellow, entirely distinct from any other variety; flowers large, full, globular form, with great depth. A strong, dwarf grower.

Price of all Roses on this page: Strong, first size pot-plants, 25c each, 5 for \$1.00, postpaid; extra heavy, two-year-old plants, 75c each, by express. All on own roots. Varieties marked * can be furnished in large specimen plants at \$1.25 each, by express.

*Mad. Francisca Kruger

We class this as one of the best among the yellow shades. A strong, vigorous grower, blooming constantly and much hardier than the average Tea Rose. Stands heat and cold better than any of its color. Flowers beautifully formed, large, full and double and of a coppery yellow color, superbly tinted. This Rose is a great favorite with us because of its splendid merits as a garden Rose.

***BON SILENE—A Grand Old Rose**—The color is deep rose, changing to pale light rose. This variety cannot be surpassed for bouquets and decorative purposes. In the open ground it grows to perfection, producing large crops of beautiful flowers from early spring until late autumn. One of the favorites of the old-time gardens.

***MARIE LAMBERT, or SNOWFLAKE**—Large, double, creamy-white flowers are produced in marvelous profusion.

***IVORY**—A queen among white Roses. This beautiful newcomer is an offspring and identical with its parent variety, Golden Gate, except in color, which is ivory-white. Buds are of elegant shape, long and pointed; flowers full and double, with substantial petals, sturdy in growth, free flowering, with long, stiff stems.

***DUCHESS DE BRABANT**—A very vigorous and healthy variety, producing large blossoms which are beautiful in buds or open flower. The color is a fine shade of soft, rosy pink, which deepens to bright rose.

HARDY EVERBLOOMING TEA ROSES—Cont'd.

***Bridesmaid**

This variety is valuable for cutting and does finely in the open ground; a sport from the old and popular pink Tea, Catherine Mermet, but of a fine, clear dark pink, much deeper and more constant in color than Mermet. The bush is a strong, vigorous grower, bearing its flowers on long, sturdy stems.

***PAPA GONTIER**—A splendid Rose for all purposes, with immense buds and magnificent flowers; color rich cherry-red, passing to clear, flowing crimson.

***BURBANK**—It is of bush form, bearing in continuous profusion large rosy-crimson flowers of splendid fragrance.

***MRS. GEORGE SHAWYER (Tea Rose)**—The color is very hard to describe, being a shade of brilliant clear rose or bright peach-pink. It is a wonderful grower and bloomer, producing great numbers of strong shoots, each tipped with a bud. These shoots form the stem, from 3 to 4 feet in length. The flowers are very large, well formed and full, petals of good substance. A very fine garden Rose as well as a forcing Rose.

GENERAL DE TARTAS—The color is a brilliant carmine, deeply shaded with violet-purple, oftentimes tinged with buff.

***BLUMENSCHMIDT**—A splendid bedding Rose of the Cochet type, glowing all summer with its wealth of citron-yellow flowers, each petal of which is edged with dainty rose. The bushes are strong, vigorous growers and when planted in quantity they soon form a most attractive feature of the garden, being in constant bloom.



Bridesmaid

***The Bride**

There is no other white Rose more satisfactory than The Bride. The buds and flowers are unusually large, well formed and deliciously perfumed. When planted in the open ground the flowers are sometimes found to be delicately tinted with pink, making it exceedingly attractive. It is of a strong and healthy growth, and a profuse bloomer. Its blooms are of the most suitable form and quality for cut flowers.

***SAFRANO**—Bright apricot-yellow passing to orange and fawn, sometimes tinted with rose. It is a variety especially adapted to outdoor planting; vigorous and healthy.

MARIE VAN HOUTTE—The color of the flowers, which are full and double, is pale canary-yellow, passing to rich, creamy white, shaded with pale rose.

Madam Hoste

The flowers are almost as large as the American Beauty—really immense in size—quite the largest Tea Rose we know of; they are exquisitely formed with a perfect mass of immense petals and when partly opened makes a flower of wonderful majesty. The color a beautiful canary-yellow; very hardy; free blooming; strong and healthy in growth.

Prices of all Roses on this page: strong, first size, pot-plants, 25c each, any 5 for \$1.00, postpaid; extra heavy two-year-old plants, 75c each, by express. All on own roots. Varieties marked * can be furnished in star size or specimen plants at \$1.25 each, by express.



The Bride



HARDY EVERBLOOMING TEA ROSES—Cont'd

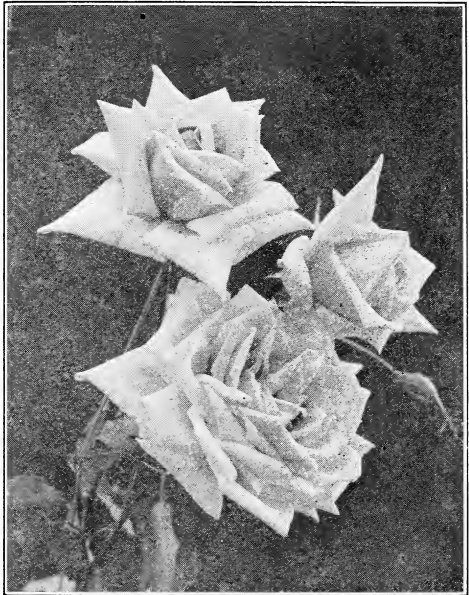
***Souv. de Pierre Notting**

This beautiful Rose is an introduction of one of the largest firms of France, and has not been exceeded by any Rose from that country. It is of strong, bushy habit, and has won numerous gold medals and awards of merit. The flowers are very large, well filled and open easily; color apricot-yellow, tinged with golden and mixed with orange-yellow; edge of petal shaded carmine-rose. In form and beauty it is the equal of Maman Cochet, and by many is regarded as the best all-around Rose for general cultivation. It is hardy and always in bloom.

***ISABELLA SPRUNT**—This golden-yellow Rose has been known as a favorite for over twenty years. It is a free bloomer, producing flowers of bright canary-yellow, very sweetly scented. The buds are very desirable.

***MARIE GUILLOT**—The Queen of White Roses. The color is pure white, sometimes faintly tinged pale yellow. The flowers are beautifully made, very large, full and double; the buds are very pretty, of sweet fragrance.

***MURELLE**—Of a true Cochet type and as good a grower, making it a splendid outdoor variety for cutting. Color a golden yellow, sometimes tinted with rose same as the White Cochet. Medium size, full and double and of good form. Buds long and pointed. Growth vigorous.



Souv. de Pierre Notting

***Lady Hillingdon**

One of the latest introductions of the Tea class and has taken the medal over all yellow Roses, the color being one almost beyond description, apricot-yellow, shaded to orange on the outer edge of the petals, becoming deeper and more intense toward the center of the bloom. Buds are produced on long, strong wiry stems, well above the foliage, producing a slender and graceful effect. A strong, hearty, healthy grower.

***WM. R. SMITH**—Especially suited for outdoor planting and cutting purposes. The soft blending of the salmon-pinks, rose-pinks, and the magnificent flesh tints resemble the blush of a maiden's cheek. The flowers are large, full and double, and most exquisitely formed.

***MRS. B. R. CANT**—Especially recommended for outdoor cultivation as one of the best, if not the best, Rose of its class and color now in cultivation. Exceedingly hardy, producing in marvelous profusion deep crimson-pink flowers, perfectly double, delightfully fragrant.

***GOLDEN GATE**—Immense in size, finely formed, with long and beautiful buds. Color, rich creamy white, shaded with golden yellow and clear rose, of indescribable beauty.

Price of all Roses on this page: Strong, first size plants, 25c each, 5 for \$1.00, postpaid; strong, two-year-old plants, 75c each, by express. Varieties marked * can be furnished in star size or specimen plants at \$1.25 each, by express.



Lady Hillingdon

The Exquisite
"Baby Doll"



*"Baby Doll" Rose

Rivals the Rainbow in Colors

The long slender, deep green foliage is three times as plentiful as is usually found on any rose and is insect proof. The wonderful health and vigor is found in no other variety. IT GROWS NOT TO EXCEED 15 INCHES HIGH. The smallest bush produced hundreds of blooms from the very beginning, early and late in marvelous profusion, all the time, outdoors and indoors in pots. The plant is always blooming.

For all purposes there is nothing like it anywhere; in hardiness and health it is superb. The miniature flowers are exquisitely formed. No description can picture the daintiness and the beauty of the bloom; nothing has ever been seen like it in the rose family in the centuries gone by. The tips of the petals show vivid crimson, then that mellows down through shades of pink into saffron, lavender, gold and yellow and finally into deep old gold—a combination so extraordinary and so entrancing that immediately the exclamation is heard upon seeing the rose, "What a wonderful rose!"

First introduced in America as a "New Castle Rose" and is now famous the world over. Our stock is large, but when once exhausted it will be the last of the supply for this year.

First size plants, 50c each; 4 for \$1.00; \$2.75 per doz., postpaid; two-year-old plants, 90c each; \$9.00 per doz. Star or specimen plants, \$1.25 each, by express, charges collect.

Polyantha or Fairy Roses

The members of this distinct and charming class of ever-blooming Roses, of which the Baby Rambler forms a conspicuous group, are distinguished by their dwarf, bushy habit of growth, medium size, very double flowers and delightful fragrance.

***Mlle. CECILE BRUNER**—Rosy-pink on rich creamy white ground; a great bloomer; very satisfactory for bedding.

***MARIE PAVIE**—Medium size, very full and double; borne in large clusters; white flushed with carmine.

***PERLE D'OR**—Coppery gold, changing to fawn and salmon; flatrayed form, very double; elegantly perfumed.

***MIGNON**—Very similar to Mlle. Cecile Bruner, but of lighter shade of pink, buds equally handsome as the Cecile Bruner.

Charming Baby Rambler Roses

Dainty, dwarf-growing Roses, excellent for bedding, clumps, single specimens or for pot culture. Hardy, healthy and always blooming. Immense clusters. Exquisitely beautiful.

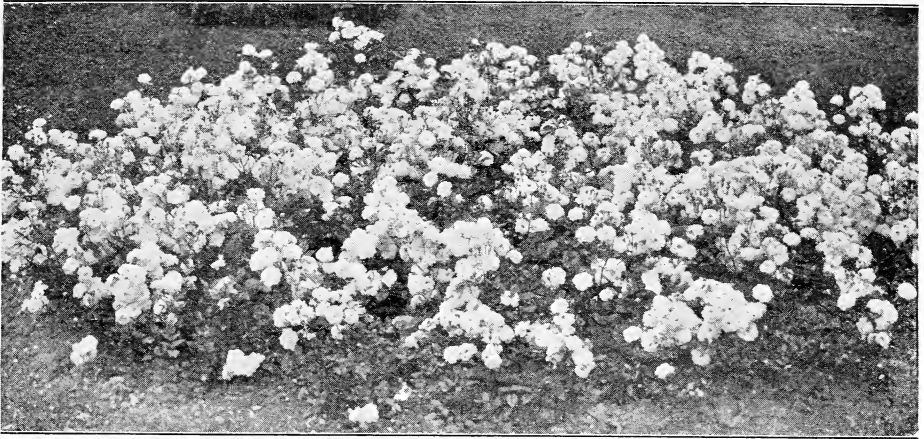
CATHERINE ZEIMET—This novel Rose has the characteristics of other Baby Ramblers, but differs in the color of its flowers; they are pure white and borne in immense clusters. Most delicious fragrance—that of cherry blossoms. Exquisite in every way.

GEO. ELGER—A superb Polyantha Rose with just sufficient of Tea Rose blood to make it different from any in its class. It produces great quantities of lovely little buds of golden-yellow, opening into miniature symmetrical Roses. Each bush is so loaded with blooms that they resemble a huge bouquet. Like all Roses of this class it is free in growth and bloom, blooming all summer.

CRIMSON BABY RAMBLER—Has long been the most popular of all the Baby Ramblers. Color, clear, brilliant ruby red; foliage dark and glossy; blooms every day in the year, but grows only twenty inches high. Better than an Azalea; it is superb for single specimens, dwarf hedges and bedding.

THE LOVELY ANNY MULLER—This Rose is very much the same as the Crimson Baby Rambler except in the color of the flowers, which are a shiny and brilliant pink, produced in the greatest profusion in large clusters.

Price of all Roses on this page except where noted: First size plants, 25c each; 5 for \$1.00; two-year-old plants, 75c each; \$7.50 per dozen. Varieties marked * furnished in still larger plants, star size \$1.25 each, by express, charges collect.



The Best of All Roses for Bedding

For cemetery planting, single specimens, hedges or for bedding or massing effects these are the best of all the Roses in cultivation. Once planted they are practically permanent; these varieties bloom all the time, they grow to a height of about two or three feet. One of the finest sights we have ever seen was a single specimen plant of Queen Scarlet which had attained a height of about four feet and which was as gorgeous as a clump of Salvias. These Roses should be planted in abundance. If you want a Rose garden these are the varieties for a quick and lasting show; hardy everywhere with ordinary protection.

Clotilde Soupert

No better Rose in cultivation. Its freedom of bloom is extraordinary; the blooms are very full, somewhat flat in shape; color ivory white shaded with silvery rose, with pink in center. The bush is low growing, strong, stout and vigorous, and is a constant bloomer from early in the growing season until frost. A great cemetery Rose. Perfectly hardy.

*Madame Eugene Marliot

One of the greatest garden Roses, wonderfully strong growing, making a sturdy bush about four feet high; heavy leathery foliage like June Rose; free from insects; bears enormous clusters of large full double crimson flowers of extraordinary beauty and exquisite fragrance. Blooms all the time.

Champion of the World

Bears in greatest profusion flowers of fine size, full, deep and double; color lovely clear, deep pink.

PINK SOUPERT—A delightful polyantha, identical with the Clotilde Soupert, except in color of flowers, which is clear, lively pink.

***LOUIS PHILIPPE**—Velvety crimson.

*Queen Scarlet

This splendid old-fashioned Rose stands today all alone so far as merit is concerned in its class, and wherever a gorgeous effect is wanted. The color is unlike anything else in the Rose family, is a deep velvety-scarlet wonderfully rich and brilliant. Hardy everywhere. A wonderful Rose.

***HERMOSA**—The favorite of the old-time gardens, and just as popular today; blooms in fine clusters; large, very double and fragrant; color beautiful clear rose; a constant bloomer; hardy.

Green Rose—A Curiosity

A most interesting member of the Rose family, grown for its oddity. Petals are small, pointed, set thickly, and of the same color as the foliage—dark pea green.

Beautiful Moss Roses

***ELIZABETH ROWE**—An old favorite, with large, deep pink buds. Well mossed. A magnificent variety.

***HENRI MARTIN**—Deep rosy-carmine shaded to bright crimson. A most charming large Rose with exquisitely mossed buds.

Price of all Roses on this page: Strong, first size plants, on own roots, 25c each, 5 for \$1.00; two-year-old plants, 75c each, by express. Varieties marked * can be furnished in star size or specimen plants at \$1.25 each, by express.



Paul Neyron

***White American Beauty**

FRAU KARL DRUSCHKI

This brilliant white type Rose has become renowned as the very highest type of its class and the best snow-white Rose ever introduced. It is an extraordinary strong grower, branching freely, and has the vigor and hardiness of an oak. Large, heavy foliage and magnificent flowers that are nothing less than glorious—immense in size and produced with great freedom on long, stiff stems. The color is marvelously white, without a tinge of yellow or any other shade. Hardy everywhere. Grown on its own roots.

***J. B. CLARK**—An intense, deep scarlet-rose, shaded blackish-crimson, color like the sheen of a plum, often 7 inches in diameter and 5 inches deep.

HUGH DICKSON—Color brilliant crimson shaded scarlet; large and fine form, opening well in all weathers. Very sweetly scented.

SIR THOMAS LIPTON (Rugosa)—The best pure white Rugosa Rose. Strong and vigorous. Flowers perfectly double, pure snow-white. Fragrant, borne on long stems continuously throughout the season. Fine for hedging, cemetery and park work. Hardy everywhere.

PRINCE CAMILLE ROHAN—Celebrated the world over for its large, handsome fragrant flowers, and the freedom with which they are produced. The color is a deep, rich velvety crimson, passing to intense maroon, shaded black.

ULRICH BRUNER—A great Rose, known to all planters as one of the best in this class. Immense large, bold flowers, full and globular, rich, glowing crimson, elegantly flamed with scarlet.

**Hardy Hybrid Perpetual
or "June Roses"**

These are the Roses which have given the month of June its poetic name, as it is at that time they bring forth their flowers in all their glory, but some varieties bear occasionally during the summer months. These "June Roses" are perfectly hardy in all sections of the country and are particularly suited for permanent planting.

***Paul Neyron**

(The Largest of All Roses)—This is the largest of all the Hybrid Perpetual Roses, sometimes measuring 6 inches across. In color it is a most beautiful shade of clear, deep pink. The flowers are distinctly handsome in form, having as a rule a double center.

GENERAL JACQUEMINOT—Bright, shining crimson, rich and velvety; exceedingly brilliant and handsome.

MAD. MASSON—It is entirely hardy, blooms nearly all the time, bearing numbers of large, full, double flowers of unusual beauty and wonderful fragrance; clear, bright rose; distinct and charming.

***VICK'S CAPRICE**—Large, cup-shaped, full, deep, double flowers of splendid substance. Clear satiny pink, strikingly dashed and striped with white and bright carmine. A splendid novelty. Showy.

***GLOIRE LYONNAISE**—As free blooming as a Hybrid Tea, with beautiful, large, pointed buds and immense flowers on strong, heavy stems; open flower enormous, full, deep and double. Color rich, creamy white, passing to salmon-yellow.

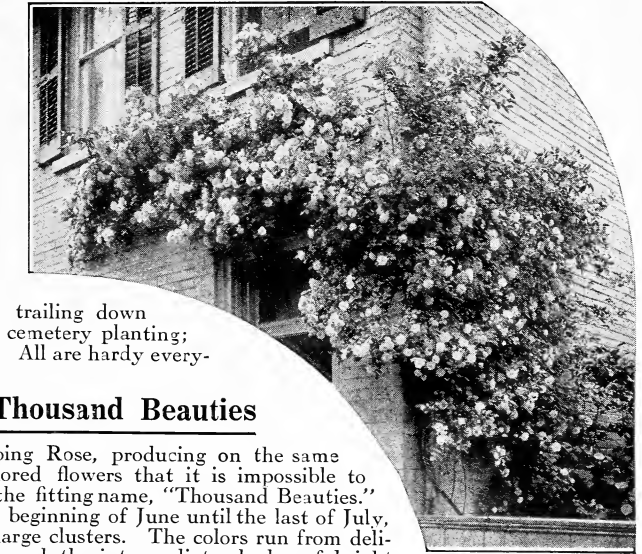
Prices of Roses on this page, except where noted: Strong, first size, pot-plants, 30c each, 4 for \$1.00, postpaid; strong, two-year-old pot-plants, 90c each, \$9.00 doz., by express. Varieties marked * can be furnished in star size or specimen plants each, at \$1.25 by express.



Frau Karl Druschki

Heller's Hardy Climbing Roses

These are the Roses so necessary for the home, giving it, no matter how humble or pretentious, a touch of beauty not to be had by any other form of adornment. They also have a most useful side, in that they give most delightful and refreshing shade when used on the porch, veranda or pergola. They are used very extensively in covering unsightly spots in the grounds, for screening outbuildings. Are especially recommended for over embankments and for not subject to insect attack. where.



trailing down cemetery planting; All are hardy every-

Tausendschon or Thousand Beauties

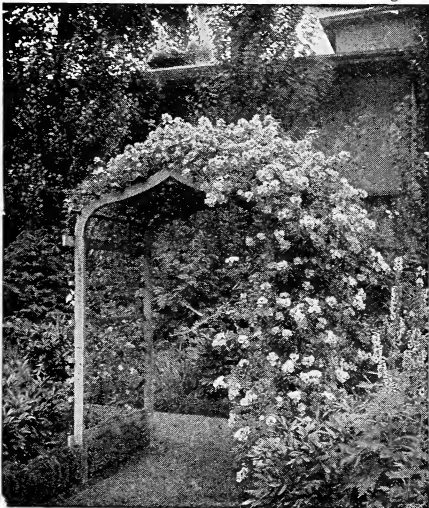
A sensational new climbing Rose, producing on the same bush so many different colored flowers that it is impossible to describe the variations, hence the fitting name, "Thousand Beauties." Blooming profusely from the beginning of June until the last of July, the double flowers appear in large clusters. The colors run from delicate balsam or tender rose through the intermediate shades of bright rose and carmine, with white and yellow tints showing.

Dorothy Perkins

Shell-pink; extremely hardy, vigorous and free blooming. Withstands the most severe winters. The shoots frequently grow ten to fifteen feet in one season. The flowers are borne in immense clusters of thirty or forty. They are perfectly double, and excellently adapted for cutting and decorating.

Thousand Beauties

Rose, pink, carmine, white, yellow—a most every shade and tint—a magnificent rose.



Excelsa

A sensational new hardy climbing Rose, sometimes called "Red Dorothy Perkins." Best described as an improved Crimson Rambler with heavy glossy, varnished-like foliage, without any of the defects of the Crimson Rambler, which is very unsightly at times because of mildew on the foliage. This great new Rose is nearly evergreen and is absolutely hardy. The flowers are very double, produced in immense trusses of thirty to forty flowers to each truss. Color intense crimson—new and distinct. One of the great hardy climbing Roses. Hardy as an oak. Lasts a lifetime. A gorgeous sight when in bloom.

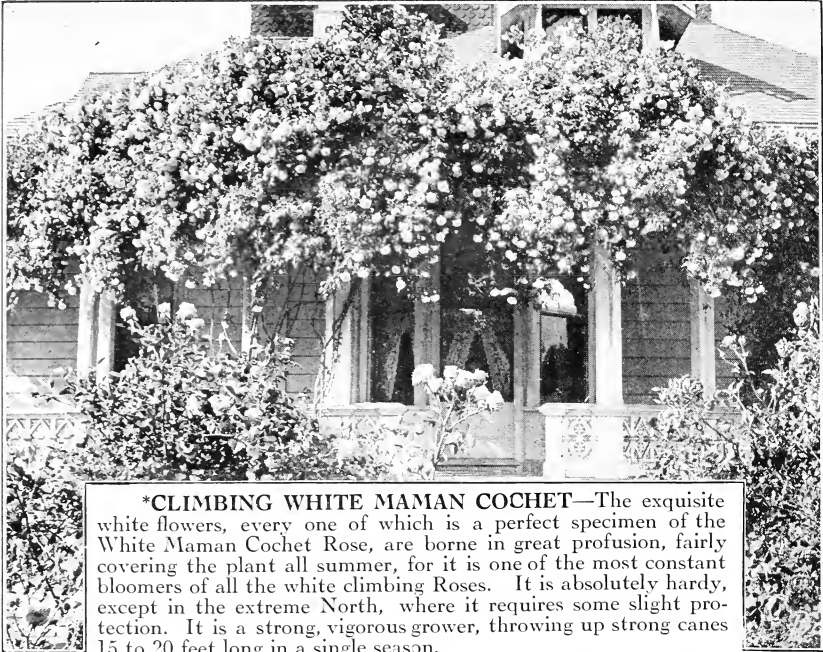
THE CHEROKEE ROSE—A strong, erect-growing sort, with glossy green leaves. The bushes bear large pure white Roses in great profusion. Moderately hardy. A thing of beauty.

Price of all Roses on this page: Strong, first size plants, 25c each, any 5 for \$1.00, postpaid; extra heavy, two-year-old plants, 75c each; still larger plants, marked * in iron clad or star size, \$1.25 each, limited quantity, by express. All on own roots.

Excelsa, a greatly improved Crimson Rambler



Great Hardy Climbing Rose Birdie Blye



***CLIMBING WHITE MAMAN COCHET**—The exquisite white flowers, every one of which is a perfect specimen of the White Maman Cochet Rose, are borne in great profusion, fairly covering the plant all summer, for it is one of the most constant bloomers of all the white climbing Roses. It is absolutely hardy, except in the extreme North, where it requires some slight protection. It is a strong, vigorous grower, throwing up strong canes 15 to 20 feet long in a single season.

Climbing Marie Guillot

CLIMBING MARIE GUILLOT—One of the grandest of all white ever-blooming climbing Roses, of which too much cannot be said, because of its splendid vigorous growth, magnificently formed white flowers, and the profusion of the bloom even on the youngest plants, the first year from early spring until frost.

MRS. ROBERT PEARY (Climbing Kaiserin Augusta)—A strong and rapid grower, coming to perfection in the open ground. Will withstand the most severe winters with protection. Small plants bloom continuously throughout the season, and the lovely white flowers are magnificent beyond description. The buds are long and pointed, finely modeled and gracefully finished.

***MADAME CAROLINE KUSTER**—Splendid in moderate climates; strong climbing habit, producing beautiful orange-yellow flowers which are large and double in the greatest profusion and continuously.

***JAMES SPRUNT**—A handsome climber, bearing great clusters of double, deep cherry-red Roses which are of delightful fragrance. Rapid in growth and hardy.

Price of all Roses on this page: Strong, first size, plants, 25c each, 5 for \$1.00, postpaid; strong, two-year-old plants, 75c each. All on own roots. Varieties marked * can be furnished in star size or specimen plants at \$1.25 each, by express.

***Birdie Blye**

One of the freest blooming hardy Climbers. Bushes here bloom five or six times each season. Perfectly hardy everywhere. Good strong grower. Foliage bright glossy green and free from insects or disease. Blooms full and double as per illustration, and over 3 inches in diameter. Color a bright carmine, changing to bright satiny rose. Very fragrant. This is a really great Rose.

***Climbing Pink Maman Cochet**

An exact climbing counterpart of the bush variety. As free blooming as the Cochets, which makes it a very valuable addition to the climbing roses, sufficiently hardy to withstand the vigor of the northern winters with some protection, and blooming throughout the growing season. Superb pink flowers.

REINE MARIE HENRIETTE—Extra large flowers; glowing crimson.

***FORTUNE'S DOUBLE YELLOW (M.H.)**—Bronzed yellow or coppery and fawn color.

DR. W. VAN FLEET—A splendid hardy Rose, large flowers about 4 inches across, full and cup shaped; color flesh pink deepening to rosy-flesh in center. Very fragrant, perfectly hardy and free from insects. A very fine new Rose.



HARDY CLIMBING ROSES—Continued

Alberic Barbier

Entirely free from insect attacks; beautiful, heavy, waxy foliage, which shines as if varnished. The beautiful yellow flowers are unusually full and double, and are produced sometimes singly, sometimes in clusters, with utmost freedom.

FLOWER OF FAIRFIELD—Strong, powerful grower, young plants making a growth of 10 to 20 feet and blooming profusely the first year. Absolutely hardy everywhere. Magnificent foliage, does not mildew or turn white like the old variety sometimes does. Crimson flowers in massive clusters.

CLIMBING CLOTILDE SOUPERT—Produces cluster after cluster of the most finely formed flowers, large, round, perfectly double, with beautiful imbricated petals, the color of which is delightful. The color is ivory-white, shading toward the center to silvery-rose.

CLIMBING HELEN GOULD—The growth is sturdy, the foliage grand, the flowers warm, rosy-crimson, sometimes beautifully striped, flamed and shaded in bright carmine, over pale rose.

CLIMBING PINK KILLARNEY—It blooms continuously throughout the season, and the flowers are magnificent beyond description, immense, long pointed buds with massive petals, opening into flowers of enormous size; color deep pink, bright and sparkling an exquisite shade, deliciously fragrant; in fact, one of the greatest new Roses we have ever offered.

KEYSTONE—Perfectly hardy everywhere, blooms in wonderful profusion. The open flower of Keystone is perfectly double, with buds beautifully formed. It is a deep lemon-yellow Rose, similar to Coquette de Lyon. The fragrance is much like that of magnolia blossoms.

VEILCHEN BLAU, or Violet Blue—The Blue Rose is one of the most rampant growers we have ever seen, covering a large porch in a single season. The flowers are borne in loose clusters and are a delightful shade of blue—something entirely different from any Rose now in cultivation.

***CLIMBING CECILE BRUNER**—Color rosy pink, rich, creamy-white ground. Needs protection.

***SILVER MOON**—Blooms very large, four or more inches in diameter, pure white in color and of good substance, beautifully cupped, forming a clematis-like flower. The large bunch of yellow stamens in the center makes it very attractive.

HIAWATHA—Single, deep, intense crimson shade; petals shading pure white at the base. Foliage glossy green. Very hardy and very fine.

***GARDENIA (Hardy Marechal Neil)**—Very fragrant; creamy-yellow.



Climbing Clotilde Soupert

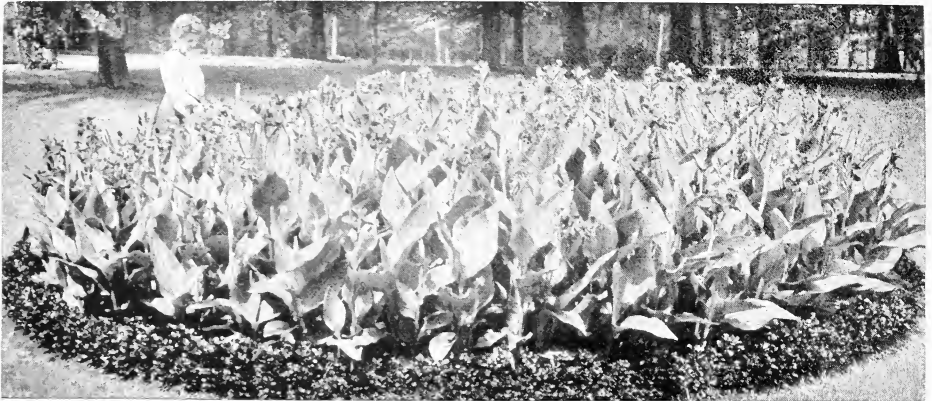
***Marechal Neil**

This is the wonderful Climbing Rose which grows so luxuriantly in the South. Buds and flowers superb; extra large, very double, and deliciously perfumed. Deep golden yellow. Blooms with greatest freedom. In the North it should have very careful protection in open ground during the winter. Splendid for pot culture.

AMERICAN PILLAR—A new Climber which has sprung into great popularity. It is of extremely vigorous habit of growth, the bushes being clothed in lively green from earliest spring until late in the fall. It has a profusion of bright pink, semi-double flowers in clusters and are followed by large clusters of attractive red berries.

***CHRISTINE WRIGHT**—Large, thick, leathery foliage. Flowers 4 inches in diameter; color bright, clear pink, almost double; borne in large clusters.

Prices of all Roses on this page: Strong, first size plants, 25c each, 5 for \$1.00, postpaid; strong, two-year-old plants, 75c each; still larger plants, all varieties, in star or specimen size, \$1.25, by express. All on own roots.



A Bed of Heller's Large Flowering Canna Lilies

Heller's Wonderful Canna Lilies

Wherever a gorgeous effect is wanted quickly, nothing equals our famous Cannas. With their magnificent banana-like foliage they give a tropical aspect to the lawn. Free from insects, flowers are born continuously during the entire summer in immense heads.

Prices of our Cannas except where noted, large roots, until March 1, after that strong pot-grown plants, 25c each, five for \$1.00, \$2.50 per dozen, postpaid.

The Best in Cannas

METEOR—Immense growing crimson, 4 ft.

PRESIDENT—Considered the best. Enormous heads, glowing crimson, 4 ft.

WINTZER'S COLOSSAL—Vivid scarlet; giant flowering, 5 ft.

YELLOW KING HUMBERT—Green foliage, large blooms, yellow dotted red, 5 ft.

EUREKA—At last a pure white, large flower, the best, 4 ft.

ALPHONSE BOUVIER—Beautiful wine red, distinct, 5 ft.

RICHARD WALLACE—Canary yellow, 5 ft.

HUNGARIA—Rose pink, large.

UNCLE SAM—Brilliant orange-scarlet, 7 ft.

NEW YORK—Giant scarlet, foliage plum color, 5 ft.

WYOMING—Orange, immense, 7 ft.

AMERICAN BEAUTY—Carmine or cerise, 5 ft.

CHARLES HENDERSON—Brilliant crimson, 5 ft.

MRS. KATE GRAY—Giant flowering, deep orange shaded crimson, dotted yellow, 6 ft.

GIGANTEA—Tall growing, bronze foliage, medium crimson flowers.

Choice Geraniums

We Offer Only Large Plants.

ALPHONSE RICARD—Double, bright vermilion.
BEAUTE POITEVINE—Double, shrimp-pink, shading to white.

E. H. TREGO—Semi-double, dazzling scarlet, pleasing velvety finish on saffron ground.

COMTESSE DE HARCOURT—Double, pure white.

JEAN OBERLE—Semi-double, peach-pink, gradually shading to almost pure white at outer edge of petals.

JEAN VIAUD—Double, bright, clear shade of mauve-rose, shading to a clear white throat.

LA FAVORITE—Double, pure white.

MADAME RECAMIER—Double, snow-white.

S. A. NUTT—Double, dark red.

THOMAS MEEHAN—Single, brilliant rose-pink.

MARG. DE CASTELLANE—Double, beautiful soft crimson varying to tomato-red. Flowers large, perfect, produced profusely all summer.

EDMUND BLANC—Single. One of the handsomest and brilliant Geraniums of cerise color. Rich carmine shaded around a white eye.

GENERAL GRANT—Double, bright orange-scarlet flowers, profusely produced during entire season.

ADMIRATION—Single, robust, bright rose, shrimp-pink flowers.

Price: Extra large thrifty plants, ready for immediate effect, 25c each, 5 for \$1.00, \$2.25 per dozen, in one or assorted varieties, postpaid.

Special Offer One each of the 14 Geraniums above, in extra large, thrifty plants, \$2.50, postpaid.

Heller's Wonderful Chrysanthemums

Next to Roses, Chrysanthemums are one of our great specialties. Our large flowering varieties offered on this page have given us an international reputation, as this is one of the finest collections in America. No garden is complete without these easy-growing favorites. They make a magnificent show in the autumn, blooming in September with early flowering varieties and continuing with late varieties until December; they produce their gorgeous flowers lavishly and will grow to perfection in ordinary soil with a fair amount of sunshine; and quickly make large, handsome bushes. If large specimen flowers are wanted, pinch off all buds, except the ones you want to develop, using good soil and give a fair amount of water, and use pots six to seven inches across. In cold climate the plants are not hardy in the winter; should be lifted and kept in cool dark place; in milder climates they are perfectly hardy.

New and Rare Varieties

Harvard—Magnificent deep crimson.
Smith's Advance—Best and first in earliness, magnificent white.

Chas. Rager—Large incurved, white.
Smith's Imperial—Mid-season, pure white, dwarf habit, incurved.

Unaka—Grand incurved bloom, beautiful pink.

Chrysolora—One of the best yellow, fine, incurved form, with perfect stem and foliage.

Betsy Ross—Mid-season to late incurved, pure white.

Dr. Enguehard—Beautiful true pink, ball shape.

Yellow Bonaffon—Bright yellow, standard of its color.

White Bonaffon—Pure white, beautiful ball-shaped flowers.

Pacific Supreme—Pink, large, handsome.

Richmond—Bright golden yellow, immense perfect flowers, early.

Golden Early Frost—Superb, early, yellow, perfect.

Golden Glow—Clear golden yellow, velvety finish, enormous flowers.

Early Frost—Grand white, perfect in form.

Improved Chieftain—Beautiful incurved, pink.

Pompon Chrysanthemums

These are entirely hardy and produce hundreds of button-like, perfectly double flowers, making an excellent show. Last until late in the autumn. We offer the choicest varieties only.

Klondike—Gorgeous yellow.

Fairy Queen—Rose-pink.

Iva—Amber, medium size.

Helen Newberry—Late white.

Mrs. Buckingham—Single, rose-pink

Diana—The best pure white.

Price of all Chrysanthemums on this page: Strong plants, 20c each, any 3 for 50c, \$1.90 per dozen, postpaid.

GLORIOUS SET OF FOUR

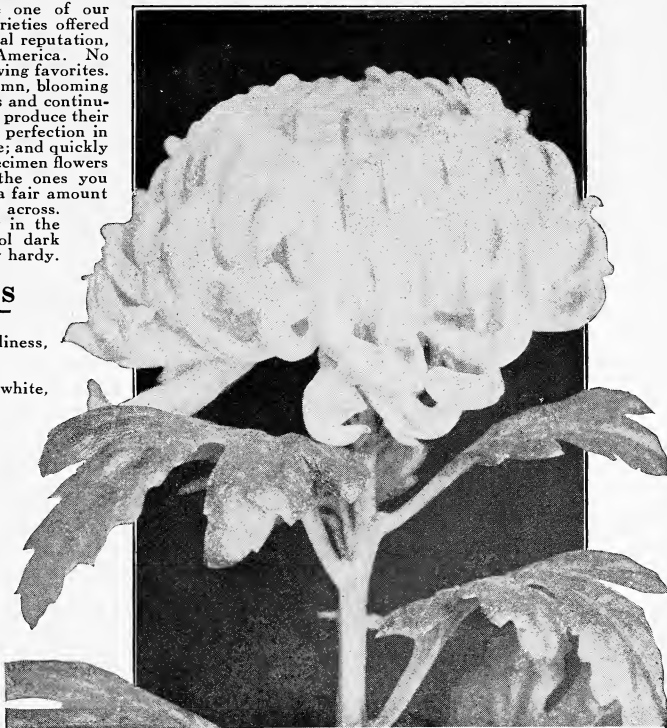
Superb Chrysanthemums

For 50 cents we will send postpaid the following Four Superb Chrysanthemums: Harvard, red; Unaka, pink; Yellow Bonaffon, yellow; Smith's Advance, white—four in all, for only

50c POST PAID

The Best in Dahlias

For late summer and autumn flowering, Dahlias are unsurpassed. The flowers resemble large Chrysanthemums in size and rival Peonies in brilliancy of color. Easily grown in any soil. Should be lifted in the fall and stored in a cool cellar or similar place. We offer strong dormant roots. We offer only the best varieties of each class.



Heller's Large Flowering "Mum"

Decorative Dahlias

Clifford W. Bruton—Canary-yellow. 25c each.
Souvenir De Gustave Doazon—It is the largest Dahlia in existence. Color pleasing shade orange-red. 35c each.

Wilhelm Miller—Very brilliant purple. 25c.

Jack Rose—Bright, shining crimson. 25c each.

Show Dahlias

Golden Age—Sulphur-yellow. 35c each.

Maude Adams—Pure snowy-white, overlaid, clear delicate pink. 50c each.

Robert Bloomfield—Pure white, tall grower. 25c each.

Stradella—Beautiful deep purple-crimson. Stems long and wiry. 25c each.

Cactus Dahlias

Alight (Incurved)—Gigantic flowers of a beautiful orange-scarlet color. Petals very long and exceedingly narrow. 35c each.

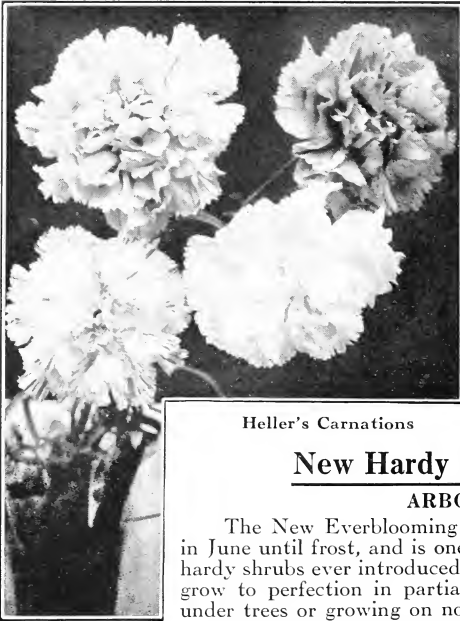
Countess of Malmesburg (New)—Delicate peach-color pink, daintily blending to white at the center. 35c each.

Ella Kramer—Rose-pink with brighter center, fine form. 25c each.

Eureka—Color very deep purple. Petals are long, straight and tightly quilled. 25c each.

Miss Helen Hollis—A sensational wonder and undoubtedly the largest and best deep scarlet Show Dahlia in existence. Blossoms are on long, stiff stems, well above the foliage. 50c each.

Handsome Large Flowering Carnations



Heller's Carnations

There is no plant that grows in the garden that is more attractive or handsome than Carnations; our extra strong, stocky plants will bloom all summer and produce in wonderful abundance their large superb flowers which have exquisite clove fragrance. Bring indoors in early fall. Grown in pots the plants will bloom continuously during the winter.

New Varieties

Price: 20c each, 3 for 50c, \$1.75 per doz., postpaid.

Alma Ward—New white variegated pink.

Aviator—The best standard crimson.

Mrs. C. W. Ward—Deep pink.

Rose-Pink Enchantress—Deep pink.

Matchless—Clear brilliant white fine form and very large. Highly scented. Delightful.

Radium—Handsome brick-red. Fine large bloom.

New Hardy Everblooming Hydrangea

ARBORESCENS STERILIS

The New Everblooming Hydrangea is constantly in bloom from early in June until frost, and is one of the most important additions in the way of hardy shrubs ever introduced. Bears great clusters of white flowers. It will grow to perfection in partial shade, making it most valuable for massing under trees or growing on north side of house.

Price: Strong, vigorous plants, well rooted, 50c each, postpaid; larger, field-grown plants, with several branches, fine roots, \$1.00 each, by express.

Hardy Perennial Phlox

Once planted Hardy Phlox are permanent and require no protection, no petting, no coaxing, are hardy everywhere in the severest winters and increase in size and beauty from year to year. They are the glory of the summer garden.

R. P. STRUTHERS—Bright rosy-carmine, with claret-red eye.

BRIDESMAID—Pure white, with large crimson-carmine eye.

CHAMPS ELYSEE—A bright rosy-magenta very effective.

FERNAND CORTEZ—Tall deep crimson.

IRIS—Tall bluish-violet.

EMILE LITRE—Pure bright pink.

INDEPENDENCE—Dwarf, pure white.

MRS. CHARLES DOOR—Beautiful shade of lavender.

LUMINEAUX—Pink, darker eye.

FANTOME—Dwarf, deep lavender edged and shaded with white.

Price of Hardy Perennial Phlox, in strong, vigorous, field-grown plants, 35c each, 3 for \$1.00; \$3.50 per dozen; one each of the 10 varieties, \$5.00, postpaid.

Magnificent Peonies

Of all the flowers in the hardy garden, the Peony is easily recognized as the Queen—in fact, it vies with the Rose for that title in

many ways, for while in bloom it is without question the most glorious object in the garden. Once Peonies are planted they last for a lifetime. They stand the severest winters without the slightest protection. After blooming, their charm lies in the beauty of their foliage, for even when not in bloom the Peony plant is decorative in the extreme and well worthy of a prominent place in the garden.

Select List of Peonies

Edulis Superba—Red.

Faust—Delicate light pink.

Felix Crousse—Brilliant red. Extra fine.

Humei Carnea—Light rose, passing white.

Insignis—Beautiful violet-pink.

Jeanne D'Arc—Pure white.

Nobilissima—Dark violet-red.

Festiva Maxima—White center, flaked red.

Duchesse de Nemours—Sulphur-white, changing to pure white. Double. Early.

Candidissima—Creamy-white, with sulphur-yellow center.

Rosea Elegans—Soft rose-pink.

Price of all Peonies in the above list, in strong, two- and three-eyed roots, 80c each; \$9.00 per dozen, assorted as desired, postpaid.



Whitmanii Fern

Charming Gladioli

The Gladiolus is growing more popular each year, both blooming in the garden and for use as a cut flower. Our list is not large, but comprises the very best varieties, all guaranteed to bloom this year. Our bulbs are not the usual one-year size too often sent out at low prices, but large, healthy, sure-to-bloom, two- and three-year-old bulbs, full of life and vitality and ready to start growing as soon as planted. All Gladioli are sent by mail, postpaid, at the prices mentioned. Selected from hundreds of the best varieties. In size of flowers, blooming quality and diversity of color, none will compare with these.

Price of named varieties, 15c each; \$1.50 per doz., postpaid.

America—The most beautiful variety in cultivation. Soft flesh-pink, slightly tinged with lavender.

Augusta—Pure white; blue anthers.

Baron Hulot—Rich, royal violet-blue. This, when cut in combination with one of the yellow varieties, is truly exquisite.

Attraction—Deep, dark crimson-pink, with large pure white center free from mottling.

Brenchleyensis—Bright scarlet-vermilion.

Halley—Salmon-pink, immense size, early.

Independence—Color varies from deep rose pink to orange-scarlet.

Crackerjack—Rich, velvety red.

Klondyke—A clear yellow, with a vivid crimson-maroon blotch in throat; splendid grower.

Victory—Clear sulphur-yellow, the ends of the petals slightly suffused pink.

Mrs. Frances King—A striking shade or light scarlet of flame color; one of the most effective.

Princeps—Brilliant scarlet-crimson, with three broad white blotches on lower petals.

Superfine Mixture All colors Gladioli, large bulbs, sure to bloom, 50c doz., \$3.50 per 100, postpaid.

Fragrant Tuberoses

Dwarf Excelsior Pearl—Flowers pure white, very double, of immense size and sweetly scented. 6c each, 60c per dozen, postpaid.

Orange-Flowered—Bears snow-white flowers. 6c each, 60c per dozen, postpaid.

New Variegated-leaved—The leaves are bordered with white; large, white flowers. 6c each, 60c per dozen.

Special Offer We send, postpaid, six Excelsior Pearl Tuberoses, three Orange-flower and three New Variegated-leaved—twelve in all—for 60 cents.

Decorative Ferns

There is a charm about the Fern for home adornment hard to equal with any other plant, with its long sprays of fresh, lively, green, handsome foliage. Even the smallest plants will in a short time grow into magnificent specimens. They are of the easiest culture, requiring little or no care, and will last indefinitely.

Boston Fern—Long, broad fronds, drooping gracefully and forming a plant of immense size.

Whitmanii—This is a condensed form of the "Ostrich Plume Fern," with valuable characteristics added which are not evident in the parent. Graceful beyond description.

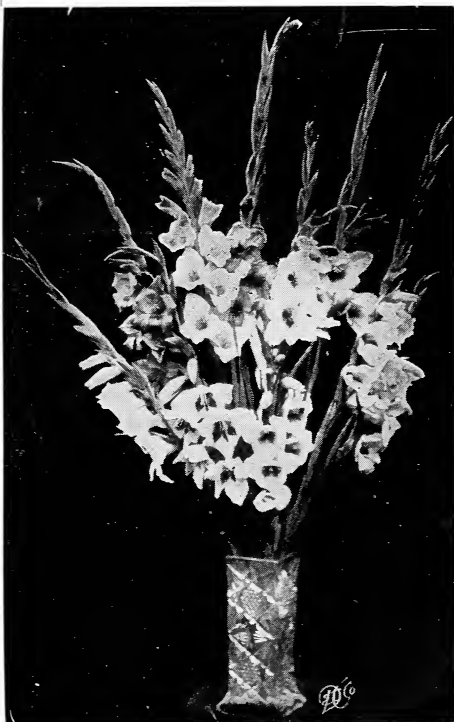
Teddy, Jr.—New dwarf Fern. Fronds are broad and beautifully tapered from the base to the tip, drooping just enough to make a graceful plant.

Roosevelt—New and the grandest of all, with fronds beautifully frilled and waved.

Scotti—Dwarf growing, compact and a great favorite. Broad petals, strong upright grower.

Price of all Ferns: Strong, shapely plants, 25c each, any 5 for \$1.00, postpaid; larger size, 4 and 5 in. pot-plant, 85c each, by express, charges collect; by mail postpaid, \$1.00 each.

Special Offer One each of the entire set of the 12 splendid Gladioli, in strong, sure-to-bloom bulb \$1.50, postpaid; single varieties, 15c each, \$1.50 per dozen, postpaid.



Heller's Superb Gladioli

Superb Hardy Cochet Roses

Note Illustration on Opposite Page

The Cochet Roses are the greatest of all hardy ever-blooming Roses. No matter where you live, they are hardy, thriving vigorously and blooming with the utmost lavishness all summer through, making strong, sturdy bushes that last for years. The flowers are superb. The Cochet Roses because of their wonderful merit, are a specialty with us. Easily the greatest of all garden Roses and the best sellers.

*Pink Maman Cochet

Now considered the Queen of all Pink Garden Roses, as it is one of the handsomest in our whole list. Its large, full and firm buds show wonderful depth and richness of color as they open into very large, perfectly double flowers of splendid substance on long stiff stems. A clear, rich pink, changing to silvery rose. Has many rivals but no equals. A thorough dependable Rose.

*Crimson Maman Cochet

This is without doubt one of the sweetest and best hardy Hybrid Tea Roses of its class and color. The plant grows to a strong, sturdy, bush, and bears immense quantities of handsomely formed, deep, velvety crimson Roses of exquisite fragrance.

First size magnificent plants of any of the Cochet Roses 25c each, any 5 for \$1.00, postpaid; extra-heavy two-year-old plants 85c each, \$8.50 doz. by express. The demand for these wonderful Cochet Roses is enormous. Varieties marked * can be

furnished in Star or Specimen plants at \$1.25 each, by express.

*White Maman Cochet

In shape and size like its parent, the Pink Cochet, but of a snowy white, occasionally tinged with a pale blush. One of the finest white Roses for open-ground culture.

*Red Maman Cochet

A great red Rose, and produces magnificent flowers in wonderful profusion on long strong stems. Flowers are very full and of splendid substance; in color a warm crimson.

*Yellow Maman Cochet

In shape, size and substance this is a typical Cochet Rose except that it is of a deep, silvery yellow. It has long been considered one of the very finest yellow Roses.

Special Offer One each of this famous Cochet Rose Set, first size plants, \$1.00, postpaid; the entire collection in large, two-year-old plants, \$4.00 by express.

American Beauty, Queen Among Roses

See Illustration on Back Cover

Here in New Castle They Attain Marvelous Perfection. Wherever Roses are Grown the Fame of the American Beauty Roses of New Castle is Known

In all the wide world this proud and majestic Queen reigns supreme as the most beautiful, most massive, most gorgeous and exquisitely fragrant Rose of its color now known. Its position is more secure today than ever before. The glory, the charm, magnificent growth and exquisite form of flowers are simply beyond description; color rich, glowing crimson, shaded and veined; flowers immense in size, wonderfully double and beautifully formed, with the fragrance of the old Damask Rose; growth the most

vigorous of any Rose we know of outside of Jeannette Heller; foliage large, leathery and of deepest green, especially free from insect attacks. Hardy in all sections of the country, but in cold climates should have careful winter protection. A splendid garden Rose.

This great Rose should be in every American home. Its magnificent beauty, wonderful fragrance and extraordinary merit appeals to the patriotic instincts of every American.

We are American Beauty specialists. Our stock has no equal in quality in America. First grown outdoors in the open ground, ripened and potted into a cool temperature; each plant is perfect in health and absolutely sure to produce marvelous results. Prices: First size plants, large and heavy, 50c each; \$5.00 per dozen, postpaid. Larger sizes by Express, charges collect—two-year-old plants, heavy, \$1 each; \$10 per dozen; very large star size plants, \$1.35 each. All on own roots and pot grown.

New Rose *Columbia

Blooms all the time. Almost thornless. Wonderful strong shoots four feet or more in length, each producing a magnificent bloom, often measuring six inches across the open flower. Color a deep peach pink, deepening into a glowing pink, a perfect color. The fragrance is beyond description. We heartily recommend it as a great outdoor Rose. Hardy as an oak, thrives in any location, strong grower and soon makes a great display. Not affected with disease or troubled with insects on account of its strong growth.

Strong first size pot-plants, of National Emblem and Columbia, 30c each, 4 for \$1.00, postpaid; extra-size, two-year-old plants, 90c each; Star size, specimen plants—limited quantity—\$1.25 each by express.

New Rose *National Emblem

Named in honor of the glory of the nation. Ought to be in every home. The color is unsurpassed—a crimson, overlaid with deep velvety crimson shading to deeper vermilion edges; buds long and pointed, the blooms full, deep and double. Gorgeous in their almost barbaric beauty; delicious fragrance. Always in bloom. Strong and sturdy of growth. Both new and rare.

ORDER SHEET—1924

HELLER BROTHERS COMPANY, ROSE SPECIALISTS
 New Castle Rose Company New Castle, Indiana

Read Carefully Make all remittances by Post Office Money Order, Express Money Order, Bank Draft or Registered Letter and we will be responsible therefor, and will send full value if lost. Do not send postage stamps instead of money. Make all money orders and bank drafts payable to **HELLER BROTHERS COMPANY, New Castle, Indiana.**

Please Write Plainly Use this sheet for order only. If a letter is necessary, use a separate sheet of paper, and enclose a stamped, addressed envelope or post card for a prompt reply.

Date _____ Forward by (State whether wanted by Mail or Express) _____

Name _____

Street, P. O. Box or Rural Delivery _____

Postoffice _____

Express Office (If different from P. O.) _____

County _____ State _____

Name of Express Co. _____ When to ship _____

In the absence of specific instructions when to ship, goods will be sent at once.

Amount Enclosed

\$ _____

Please Leave Space Below Blank

Quantity	Name of Roses, Plants or Bulbs Wanted	Size	Dollars	Cents

Continue order on other side. Amount carried over

JEANNETTE HELLER PLEASES!—"The Jeannette Heller is everything you claim it to be. I think we treasure the little 'Baby Doll' more than all the rest. It is certainly the sweetest little rose I have ever seen; makes one think of nothing less than a little doll, dressed up."—MRS. R. A. HAND, Lansing Michigan.—5-7-23.

Quantity	Names of Roses, Plants or Bulbs Wanted	Size	Dollars	Cents
	Amount brought forward			

Jeannette Heller--The One Perfect Rose

If you have not included this wonderful Rose in your order do not fail to do so. It is beyond question, the one perfect Rose for the amateur grower. Read about it in the book, and what others say.

First size, strong plants, 30c each, 4 for \$1, postpaid; extra-size 2-year-old plants, 90c each, by express; star-size specimen plants (limited quantity), \$1.25 each, by express.

IT'S ALL IN THE SOIL

From.....

Postoffice..... State.....

**Do Not
Forget
the
Stamp**

Heller Brothers Company
New Castle,

NEW CASTLE ROSE COMPANY
Growers of the Famous Roses of New Castle

Indiana

JEANNETTE HELLER is the ONE PERFECT ROSE of the World

GREAT "WONDER" OFFER

8 Strong Vigorous Rose Plants **\$1**
Hardy Everblooming Varieties
ALL SHIPPING PAID

8 Famous
Roses, for
\$1.00

\$1.00
for 8 Hardy
Everblooming
Roses,
Prepaid

This marvelous collection has made for us a world-wide reputation and stands for quality and quantity. Over sixty-eight thousand (68,000) sets sold to date, the greatest sale of history. We stake our reputation on its pleasing you.

(PLEASE ORDER AS THE "WONDER" COLLECTION)

Send us \$1—a dollar bill will do—and we will select and send you 8 Beautiful, Hardy, Free-Blooming Hybrid Tea, Tea and Climbing Roses, sturdy one-year-old plants, the famous New Castle quality, each plant labeled, Postage prepaid. A marvelous offer. Plant them, care for them, and they will bloom in abundance this year. All Roses in this collection, our selection.

HELLER BROS. CO., Rose Specialists, New Castle, Indiana

The
Superb, Hardy, Everblooming

COCHET ROSES

Red
Maman
(Helen)
Cochet
Goula)

White
Maman
Cochet

White
Maman
Cochet

Crimson
Maman
Cochet

Pink
Maman
Cochet

Heller Bros Company
New Castle,
Indiana

NATIONAL
EMBLEM

COLUMBIA



Heller's
IS THE HOME OF
THE WORLD FAMOUS
*American
Beauty*

SIERRA-S-F

CRIMSON
AMERICAN
BEAUTY